IDG World Update
1997 Index

January 6	IDG: Who Are We? (special issue)

January 13

IDC	IDC East/East Central Europe holds summit
Web Publ.	Web Publishing, Inc. launches *NC World*
IDG Hungary	*CW Hungary* editor corrals IBM's Gerstner for interview
IDG	On line: **Pat McGovern**
IDG	Runners up hotos from the employee calendar contest
IDG	Wrap up of holiday activites from IDG U.S. biz units
IDC	IDC's worldwide call for cellular/PC/pager pricing info

January 20

IMS/IDC	IDG showcases Latin American expertise at three events
N W	*Network World* launches Web-based "media lounge"
IDG Sweden	IDG Sweden sets up version of the Publishing Institute
Egypt	In memoriam: **Mohammed Wafai**
IDG	On line: **Kelly Conlin**
IDG Australia	Three IDG Australia pubs win excellence awards
IDG Romania	*PC World Romania* holds student programming contest
CW	10th anniversary: **Christopher Cuoco**
INSERT:	**U.S. Update:** - Travel Update/travel staff now at CW building - **Gary Beach** gets Tech Corps award from VP Al Gore; **Colin Ungaro** meets Pres. Clinton at event - List of major IDG holidays - HR Update (five brief items) - U.S. events calendar - Local Loop

January 27

M W	Macworld Expo/San Francisco breaks attendance record
IDG Hungary	IDG Hungary hosts prime minister's first online forum
Publish	*Publish* cover selected for *Comm. Arts*'s Design Annual
N W	**John Gallant** to be featured on Internet TV series
IDG Asia	IDG Asia to co-produce new China expo in Guangdong
IDG	On line: **Jim Casella**
I W	Off site: **Bob O'Donnell** hosts radio show on computers
IDC U.K.	IDC U.K. holds second annual charity raffle
PCW	List of 1997 PCW GPSC meetings
IDG	10th annversary: **John Robison**

February 3

IDG Books	IDG Books hits right note with classical music ECDs
South Africa	*IntraNet Magazine* debuts in South Africa
IDG	IDG home page now registers users
IDG China	IDG adds first ExecuTrain licensee in China
N W	NW GPSC plans first meeting
IDG NZ	On line: **Martin Taylor**
CIO	Off site: Soccer star **Sara McGarry** balances work and play
IDC	**Iain Gillott** wins IDC Peacock Award
CIO/CW	Winners of the "Order, Please!" trivia contest
IDC	10th anniversary: **Ralph Finos**

February 10

IMS	IMS' Intel events educate customers, promote titles
IDG/CW	ACM97 to examine IT's impact 50 years hence
N W	*Network World* is ad page leader for second year in a row
IDG Italy/IMS	IDG Italy, IMS and Intel host event in Milan
ICE	On line: **Ron Milton**, Internet Commerce Expo
PCG	Spotlight: PC Games Publishing Co.
IDC	IDC seeks worldwide wireless carrier data; prize offered
IDG	10th anniversary: **Jim Falanga**

February 17

IDG/CW	**Pat McGovern** launches Computerworld South Pole
IDG/CW	Sidebars on *CW S Pole* launch prep, Pat's trip, SP facts
IDG	ComNet stronger than ever at nineteen
IDG	IDG plans debut of telecommuting and home office show
IDG Books	IDG Books earn prominent best-seller and "best" rankings
ExecuTrain	ExecuTrain first to offer Microsoft Office 97 training
IDG	**Bob Metcalfe** inducted into INFOMART Hall of Fame
IDC	Miami be site of an IDC Briefing Session for first time
PCW	On line: **Greg Mason**, *The Web*
IDG	Winner and answers from the Jan. 6 ITrivia contest
IDG	New cartoon
INSERT:	**U.S. Update** - Employee survey gives employees a voice - Management Publishing Institute class of Oct. '96 - Travel Update - Ask HR, HR Update (two items) - Local Loop

February 24

CW	@Computerworld honored for best editorial content
IDG Turkey	PC World Online takes Turkey by storm
IDG China	*Software* is China's first book about computer culture
IDG Media/UK	*PC Advisor* surpasses 100,000 circulation mark
IDG Netherlands	*Computer!Totaal* turns five
PCW	On line: **Greg Mason**, *The Web Magazine*
Kenya	*PC World East Africa* revitalizes computer show
IDG Turkey	*Internet Guide* helps Turkish users untangle the Web
FCW	*FCW* moves, gains more room for test center
IPS	10th anniversary: **David Hill**
INSERT	Discounts on IDG Books

March 3

IDG/WPI	Global Web Support Center unveils new look
IDC	Asia/Pacific marketing council promotes IDC expertise
IDG Romania	*PCW Romania* leads nation's IT pubs in ad revenue
IDG	**Bob Metcalfe** elected to Nat'l Academy of Engineering
IDG	*WU* editors' note re number of continents
IDG	U.S. employee survey deadline extended
IDG	On line: **Kelly Conlin**
IDG Books	Off site: **Bill Barton** in Sherlock Holmes society
IDG List Svcs.	10th anniversary: **Deb Goldstein**

March 10

IDG List Svcs.	IDG List Services braves new world of e-mail list rentals
IDG Switz/Grmy	*CW Schweiz, PC Welt* offer clients reader feedback on ads
IDG	IDG U.S. pubs offer employees discounted subscriptions
IDG	On line: Jim Casella
IMS	IMS gets much use from reader evaluation of ads
IDG	**Pat McGovern** writes *NYTimes* op-ed on Deng Xiaoping
IW	10th anniversary: **Susan Egan-Narta**

March 17

IDG GC	IDG Central adds content, aims to expand
PCW	*The Web Magazine* sponsors first Webby Awards
PCW	Surfers get private Webby Awards show
PCW	*PCW*'s Latin product line meeting expands focus
IDG Hungary	Clients get theatrical surprise at PCW/CW anniversary
IDG	On line: **Tom Mathews**
IDG GC	IDG Global Comm. team ready to serve
IDG GC	IDG Central survey lures respondents with prize
IDG Taiwan	IDG Taiwan celebrates end of the lunar year with skirts
IW	10th anniversary: **Joe Kerwin**
INSERT:	**U.S. Update**
	- Corporate Services Group defines identify, mission
	- IDC's mentoring program
	- HR's **Martha Stephens** plans post-IDG consulting career
	- CIO's **Rich Bastas** wins employee referral raffle
	- Local Loop

March 24

IDG	IDG tops Neal Awards ballots for third year
IDG France	*Reseaux & Telecoms* site features full-motion video
IW	IW to co-produce Netscape Developer Conference
IDG Books	IDG Books titles appear on general press best-seller lists
IDG GC	Reminder about IDG Central survey
IDG WU	Teaser for upcoming redesign on IDG WU Online
IDG	On line: **Tom Mathews**
CW/IW	CW/IW Product Line Meeting held in Cancun
IDG Venezuela	*CW Venezuela* gets peer review
IDG	Upcoming events calendar
IDG	10th anniversary: **Jeff DeBalko**

March 31

IDG	IDG Global Summit attendees get Web site of their own
FCW	*FCW* presents 8th annual Federal 100 Awards
IDG Colombia	*CW Colombia* introduces design-oriented supplement
IDG Germany	*Computerwoche Extra* honored by design group
IPS	On line: **Rob Garretson**
IPS	*IDG World Update Online*: now in version 2.0
IDG	Worldwide Managers Meeting date update
IDG	Off line: Cartoon caption winners

April 7

IDC	IDC kicks off 32nd annual Directions Briefing Session
IDC	IDC releases IDCnet, redesigned Web presence
IDC	Upcoming IDC Directions sessions worldwide
IDC	IDC predictions re top 10 IT growth opportunities
ETS	Event Travel Services gets rave reviews
IDG Books	Two IDG Books authors comment on cult tragedy
IPS	On line: **Rob Garretson**
IDG	Calendar of upcoming IDG events
IDG	Boston AIDS walk co-chair needed
IDG	Off line: Caption contest

April 14

IDG	Strategic and global issues dominate 10th Publishing Inst.
Korea	*Network World*, *CIO* launch in Korea
IDG Switz.	Swiss *PCtip* relaunched as independent title
N W	Network World Fusion introduces IntraNet Toolkit
IDG Books	Updates on ... Dummies best sellers; Classical Music ECDs
IDG GlobalCom	On line: **Jeff DeBalko**
IDG	Informal communication session at P.I.; list of PI speakers
IDG	IDG publishes *PowerBranding* and *Waves of Power*
IDG/WU	Survey re access/usability of *IDG World Update Online*
MAC	10th anniversary: **Joanne Hoffman**

April 21

PCW/MW/IW	IDG dominates Maggie Awards
Philippines	*ChannelWorld* launches in Philippines
IDG Germany	*Computerwoche* is IT title of choice in Germany
IDG Germany	*PC Welt* average circulation surpasses 300,000
IDG GlobalCom	Judy Doyle, *CW*, wins IDG Central survey drawing
IDG Books	...*For Dummies* on audiotape
ExecuTrain	Nine new international ExecuTrain francises open
IDG GlobalCom	On line: **Jeff DeBalko**, part 2
IDG	List of other IDG reseller titles
IDG Australia	*Australian Reseller News* inspires new Philippine title
IDG	**PJM**'s message reaches new heights (parachute jump)
M W	10th anniversary: **Shelly Ginenthal**
INSERT:	**U.S. Update** - Costs of IDG benefits - STAR Award winners **Sheryl Merchant**, **John Robison**, **Diane Ryczek** - Travel Column - Marketplace (new name for "Local Loop"
INSERT:	**Marketplace** (for non-U.S. readers)

April 28

IDG Romania	ROCScom show wins over Romanian market
Latvia	*Publish* debuts in Latvia
IDG	*NY Times* explores potential for IDG stock sale
N W	*Network World* prepares for first Net Bowl at Interop
IDG Czech.	Czechs invite colleagues to volleyball tournament
IDG	On line: **Kelly Conlin**
IDG/IDC	IDG Global Fellowships: overview, IDC experiences
IDG Central Svcs.	10th anniversary: **Scott Lum-Dueñas**

May 5

IDG Books	IDG Books launches Dummies Family Series
C W	**Gary Beach** takes CW product post, **Mike Rogers** CW prez.
IDG Germany	PC Welt Online establishes record for AOL/Germany
IDG W.Expo/Japan	IDG World Expo/Japan holds Healthcare Info.World
IMS	On line: **Frank Cutitta**
IDG Books	IDG Books in kids market with TechGirl Internet book
PCW	Wrap-up of PCW Asia Product Line Meeting
IW/IDG	**Bob Metcalfe** eats his words re Internet collapse
IMS/IDC	IDG Marketing Services/IDC team up for seminar series
I W	10th anniversary: **Shannon Dolan**
INSERT:	Boston-area AIDS Walk information

May 12

ICE/IDG WE	Atlanta is first stop of ICE '97 World Tour
IDG	First European online meeting addresses Web needs
IDG NZ	Potpourri of New Zealand news: Web anniv., new CD, etc.
Canada	*Network World Canada* reporter honored
IDG Turkey	IDG Turkey releases Dummies titles, Simplified edition
IDC	On line: **Kirk Campbell**
ICE	Extranet series planned
IDG Bulgaria	Special English edition of CW *Bulgaria* gets rave reviews
IDG	Boston AIDS Walk update
M W	10th anniversary: **Wally Clegg**

May 19

IDG NZ	IDG NZ enters growing reseller market with monthly
Philippines	Philippine licensee first to launch The Web
IDG Nether.	IDG Web site is among best known in Netherlands
IMS	Online: **Laurie Morgan** (Part 1)
IDG	IS managers share solutions, common ground
IDC	Outstanding employees receive excellence awards
IDG	Boston AIDS Walk Update
IDG	Off line caption winners
INSERT:	**U.S. Update**
	- IDG biz units participate in Take Our Daughters to Work
	- Travel Update
	- HR Update/Ask HR
	Marketplace (sent with all issues)

May 26

Brazil	Brazilian lincensee fine-tunes *PC Player* for local market
Vietnam/WE Asia	Vietnam CW Expo emerges as nation's top IT event
Web Publishing	*Netscape World* to publish daily at Netscape dev. conf.
Network World	Network World Fusion site doubles traffic; users up 50%
Global Comm.	New online procedure for requesting password/login
IMS	Online: **Laurie Morgan** (Part 2)
Maworld	Off site: **Jessica Graves'** record collection of note
IDG	Off line: Caption contest (new cartoon)

June 2

IMS/EAT	EAT finds strength and revenue in collaborative effort
EAT	EAT in Turkey (photo, second EAT meeting)
N W	First NW summit brings global family together
N W	Sidebar: The Network World product lineup
IDG	9 IDG editors make Mkting Compt.'s most influential list
Macworld	Macworld wins industrial design excellence award
IDG	Online: **Pat McGovern**
IDG	Calendar of upcoming events
InfoWorld	10-year anniversary: **Greg Boren**

June 9

IDG	IDG billboard stirs interest/controversy
N W	NW adopts high profile at Networld+Interop
IDG Books	IDG Books Worldwide honored at PMA Awards
I W	*InfoWorld* launches Enterprise Careers section
IDC	Online: **Kirk Campbell**
CIO	Off site: **Hana Barker** is hooked on hockey
IDG	Call for entries to 1998 Employee Photo Calendar Contest
IDG/NW	Trivia contest: Networking trivia taken from Net Bowl '97

June 16

GamePro	GamePro courts Internet-savvy teens with NetPro
Netherlands	IDG Netherlands signs CD-ROM deal w/Rijksmuseum
IDG	IDG's **Gary Beach** joins Bill Gates for Comdex keynote
JavaWorld	*JavaWorld* tops one million page views in one month
C W	CW's monthy Web site traffic nearly doubles
IDG	Online: **Jim Casella**
IDG	Calendar
InfoWorld	10-year anniversary: **Dan Sommer**
INSERT:	STAR Award nomination (all issues)

June 23

IDG	Internet launches provide framework for online strategy
IDG	IDG publications among top honorees at CPA awards
IDG	IDG's overall 1st half profits exceed plan (chart)
IDG	IDG biz units report results at/above plan
IDG Books	Online: **John Kicullen** (part 1)
IDG Books/PCW	IDG Books/PCW Online offer Dummies Daily newsletter
PCW	TipWorld's monthly circulation tops 24 million readers
Computerworld	Celebrating 10: **Sue Thaxter**
INSERT:	U.S. Update -IDG employees raise more than $12,000 in AIDS Walk - Employee support saves spring MPI -Travel Update - Employee feedback improves IDG West training prog.

June 30

IDG	**Pat McGovern** receives James Smithson Medal
CW	CW's Emmerce Webzine makes move to printed page
CW NZ	CW NZ journalist takes country's top journalism prize
N W	NW launches messaging technical seminar
IDC/IDG/FCW	Short takes: - Web-based IT apps and software training fast growth mkt - IDG to sponsor Channel Focus Europe - FCW sponsors second Government CIO Summit
IDG Books	Online: **John Kilcullen** (part 2)
Web Publishing	*The Web*'s new site guides users to best on the 'net
Finland	Finnish licensee's Web site garners top honors
IDG	Cartoon contest winners

July 7

FCW	*FCW* marks 10th year with charity event
IDG Miami	IDG bolsters commitment to Latin American market
Czech Republic	ComNet Prague '97 breaks attendance, exhibitor records
IDC Japan	IDC Japan staff celebrates FY97 w/**Pat McGovern** visit
IDC Japan	Online: **Kenji Muto** (part1)
N W	Celebrating 10: **Susan Collins**

July 14

PCW	PCW European product line meeting
CW	IT recruiters flock to sixth annual *CW* recruiters conf.
CW	*CW* enhances Web site with link to Electronic Bookstore
IDG Germany	IDG Magazine enters German arena with *GameStar*
IDC Japan	Online: **Kenji Muto** (part 2)
PCW	*PCW* honors IT vendors at PC Expo awards ceremony
IDG	Networking trivia contest winners
IDG	New cartoon
INSERT:	U.S. Update - Bonus plan encourages employees to refer candidates - Travel Update - *IW* employees go the distance in triathlon

July 21

IMS	Briefing Sessions showcase IDG's global strength
IDG	Roll Over Rembrandt! IDG European managers meeting
IDC Venezuela	IDC Ven.'s **Judith Gill** named one of most imp. women
IDG Hong Kong	PCW Hong Kong staff do themselves proud in TV debut
IDG Denmark	IDG Denmark celebrates international roots
IDC U.K.	Online: **Keith Henry**, IDC U.K. managing director
Computerworld	CW Broadcast Center expands Web audio offerings
Network World	10th anniversary: **Paul Mercer**

July 28

IDG Hong Kong	IDG Hong Kong marks handover w/issue, outing
IDG	IDG's Asia-Pacific managers convene in Hong Kong
IDG	*Wired Magazine* co-founder to head up new unit for IDG
WEC/Asia	Visitors, exhibitors flock to Macworld Expo Taipei '97
PCW GPSC	**Nancy Jacobs** takes over for **Angie Weber** as contact
IDG	Online: IDG President **Kelly Conlin**
IDG	Feature: Inside IDG awards programs (part 1)
IDC	10th anniversary: **Marianne Nichols**

August 4

IDG GlobalComm	LRPR, Trademark info available on IDG Central
Web Publishing	Web Publishing teams up with SuperSite to offer job bank
IDG	McGoverns honored for support of Whitehead Institute
WEC/Asia	IDG WEC/Asia opens office in Vietnam
Macworld	Macworld Online survey offers accurate, projectable data
IDG	Online: **Jim Casella**
IDG	Feature: Inside IDG awards programs (part 2) sidebar: CIO--Hard work earns a work of art
PCW	10th anniversary: **Bob Ostrow**

August 11

WEC	IDG taps **Kerry Gumas** to lead IDG World Expo
IDG/CSG	IDG launches Channel Services Group
IDC Italy	IDC Italy earns ISO 9000 quality certification
IDC	IDC welcomes employees to its European IT forum
N W	Online: **Colin Ungaro**
IDG/CSG	IDG sponsors first of four channel conferences
MW	*MW* employees explore international cooperative efforts
IDC	10th anniversary: **Susan Middleton**

August 18

Macworld	IDG, Ziff-Davis form joint venture to serve Mac market
IDG Poland	Third ComNet Warsaw earns high marks
Computerworld	*Computerworld* honored for editorial excellence
IDG Media	*PC Advisor* announces fourth successive circ increase
South Africa	*Computing S.A.* relaunch reaffirms market status
Network World	Online: **Colin Ungaro**
Macworld	IDG-ZD venture bolsters support for Mac market
IDG Czech	CW Czech Rep. serves up volleyball comp. for clients
Computerworld	10 anniversary: **Cathy McCrorey**

August 25

M W	Macworld Expo attendees get word of Microsoft investmt.
	Sidebar: How Jobs kept the Gates announcement secret
WEC/Asia	Macworld Singapore returns after 3-year hiatus
PCW	PC World Online debuts new HotJobs career site
GWSC	GWSC unveils Webmaster's Toolkit
IDG	Online: **Jim Casella**
CW GPSC	CW/IW product line meeting targets Internet issues
IDG	Cartoon caption contest winners

Sept. 1

PCW Zimbabwe	*PC World Zimbabwe* makes splash with relaunch
PC World	*PCW* circulation gains give staff something to smile about
MW France	*MW France* launches country's first Web site
IDG	Online: **Jim Casella**
IDC	IDC's Internet conference features global team of analysts
	Sidebar: Web factoids c/o IDC
IDG	EPI participants glean publishing expertise
IDG Books	IDG Books author produces unique "Web-umentary"
Global Comm	Global Communications sponsors Find Pat contest
INSERT:	**U.S. Update**
	• IDC Excellence award winners
	• Students make INROADS at IDG
	• Travel Update
	• NW Carla Capucci jailed for a good cause
	• MPI "The Greatest Invention Since Page Yield"
	• San Mateo office space for rent
	• Marketplace

Sept. 8

CIO	*CIO* to launch innovative dual-editorial concept
IDG	Low-cost global Internet access arrives
CW	*Computerworld* marks 30 years of publishing
IPS	Online: **David Hill**
IDC Scand.	Offsite: **Per Andersen** uses research skills to identify UFOs
ExecuTrain	ExecuTrain spins new Web site
Various	In Brief
	• IDG Books' *Investing for Dummies* on USA Today's list
	• IDC launches client newsletter
IDG	New cartoon

Sept. 15

IDG	Three new resources debut on IDG Central
WebShopper	WebShopper gives users instant purchase power
Scope (Ireland)	Irish licensee reaps IT media awards
CSG	CSG's *Solutions Integrator* gears up for November debut
Macworld	Mac Publications names **Andrew Gore** editor
Various	•ExecuTrain of Sing. named Authorized Train. Center
	• *PC Games'* redesigns Web site
IDG	Online: **Kelly Conlin**
IDC	IDC ranks countries progress toward IT economy
IMS/EMEA	IMS/EMEA football squad squashed media foes
CW	*CW's* **Mary Brandel** celebrates 10+ years

Sept. 22

WEC	WEC announcements underscore focus on growth
PCW Venezuela	*PCW Venezuela* strikes pay dirt -- relaunch
PC World	*PCW* wins circulation excellence award
PC World	*PCW* has largest U.S. circulation of any computer mag
PC Welt	*PC Welt* continues to dominate German market
Pctip	Swiss subscriptions soar for newly relaunched *Pctip*
IDC	Online: **Paul Pastrone**
Macworld	*MW* harnesses digital technology for timely coverage
WEC/IW	WEC creates dedicated conference group from IW conf. gr.
	sidebar: IDG conference management group lineup
IDC Canada	IDC Canada serves up summer fun
GlobalComm	New contest
IDG	10th anniversary: **George Glenn**

Sept. 29

IW	InfoWorld ad pages, revenues, profits hit record levels
	Sidebar: Milestones along the way
ICE	ICE heats up Southern California/attendance up 20%
IDG	IDG business units report Q3, YTD results
CSG	Online: **John Spensieri**
IDG Books	IDG Books plans 3 titles in sports for Dummies series
IDG	Calendar of upcoming events
IDC	10th anniversary: **Richard Villars**
INSERT	Marketplace

Oct. 6

PC World	Worldwide PCW brand awareness survey planned for '98
CIO	CIO celebrates 10th anniversary
IDG Books	IDG Books looks to score with two new music titles
	sidebar: David Pogue answers oft-asked questions!
IDC	Online: Philippe de Marcillac, senior VP/worldwide rsch.
IDG	Outstanding employees named corporate STARs
IDG	1998 Employee Photo Calendar Contest winners named

Oct. 13

IDG.net	IDG joins Microsoft in Internet Explorer channel partner.
IDG.net	IDG Global Web Ad Net expands to 130 Web publications
PC World	PC World rated most influential computer buyer's book
ExecuTrain	ExecuTrain opens 200 office location in Barcelona, Spain
IDG Books	IDG Books wins Inc. Magazine marketing award
IDC	Online: **Philipple de Marcillac**
China CW	China CW Expo/South attracts 60,000
PCW Online	PC World Online activities grow and diversify
IDG	**Gary Beach** named to committee to examine IT workforce
IDC	10th anniversary: **Angele Boyd**

Oct. 20

IDG	IDG top managers convene in Barcelona
IDG	Top performers earn IDG chairman's awards
IDG	IDG managers share the wealth in annual great ideas
GWSC	GWSC readies launch of IDG Web sites database
IW	Cross-department cooperation yields IW award
IDC France	Online: IDC France's general manager **Gerard Bidal** (pt. 1)
IDGNS	IDG News Service's Comdex newsroom open to all
CIO	**Gary Beach** named publisher of CIO
IMS	IMS Latin America sweeps IMS HQ in three
IDG	Off line winners

Oct. 27

IW	IW launches Futures Project/assembles board
IMS	Asia-Pacific Global Summit targets IT marketing, adv.
PCW Romania	PCW Romania a force in local market
PC World	PC World Online adds Searching the Web to newsletters
Computerworld	Computerworld pours it on at SIM event
IDC France	Online: IDC France's **Gerard Bidal** (part 2)
WEC/Japan	IDG, Mecklermedia team up to produce Internet World
Global Comm	Global Comm announces contest winner
IDC	10th anniversary: **Mark Leary**
	U.S. Update:
	Fluegelman interns bring diverse backgrounds to IDG
	IDG World Update adds West Coast bureau
	HR offers training classes
	Transition issues with Unicare
	Training to Go! program poised to go
	Network World names leaders of the sales pack

Nov. 3

IDG	Clinton touts IDG for role in Tech Corp (Brazil)
Laurentian	*CIO Canada* awards program showcase best biz practices
PC Games	*PC Games* teams with Happy Puppy, Games Domain
PC World	*PC World* tops Mediamark Research fall study
IDG Books	*E-mail for Dummies* makes it to the White House
IMS	IDG's GWAN adds 35 sites, bringing total to 135 Web sites
IDG	Online: **Jim Casella**
Global Comm	Global Comm unveils own section on IDG Central
China	**Pat McGovern** visits IDG expo, training, pub. groups
IDG Italy	10th anniversary: **Adriana Amedei** (*Networking Italia*)

Nov. 10

CW/IDG	IDG names **Jim Martin** CEO of Computerworld Inc.
IDC	IDC's European Forum remains premier conf. for execs
IDG Media	*PC Advisor* gets courtroom gig
Korea	*CIO Korea* backs creations of government CIO posts
IDG	Online: IDG President **Kelly Conlin**
Network World	TransFusion pumps up information flow at *NW*
IDG Bulgaria	IDG Bulgaria site offers lessons in low-cost dev.
IDG Books	Marathoners seeks pledges in run to aid cancer research
IDG	New cartoon contest

Nov. 17

IDG Books	IDG Books to buy Holt high-tech imprints
IDG U.K.	IDG Media teams with sponsors for two relaunches
IDG Media	The *WEB UK* reappears w/content for users, not surfers
IDG Media	*Parents & Computers* broadens target audience
IDG Germany	Germany's GameStar off to seriously good start
IDC Japan	New address
IDG Japan	No uniform, no problem, IDG Japan's fields baseball team
IDG	Contest: Name that building

Nov. 24

IDC	IDC reaches $100 million in revenue
IWNetherlands	*IW Netherlands* garners global attention w/Y2K scoop
IDG New Zealand	**Martin Taylor** named top publisher
	Computerworld NZ tops Readership survey
	MTB goes monthly
	PCW newsstand sales growing
	Triple play for Web site conference
IDG Japan	*JavaWorld* gives IDG Japan grounds for celebration
IDG	Online: **Jim Casella**
IDC	GRAC helps staff craft offerings
	IDC acts on client feedback
	Clients learn what's new at IDC
	IDC Numbers
	IDC Milestones for 1997
IDG	**Metcalfe**, Bradner, **McCreary** cracks Internet Top 40
IDG Hong Kong	**Micaela de Almeida** celebrates 10+
U.S. Update	IDC honors outstanding fourth quarter achievers
IDC	IDC creates multifaceted rewards program
IDG	Travel Update
IDC	Denim Day helps fund cancer cure

Dec. 1.

IDG Romania	ROCS '97 packs a punch
Solutions Int.	*Solutions Integrator* aims to fill a market gap
IDG.net	IDG.net adds four new technology channels
PCW	PCW Online adds six Dummies titles to e-mail lineup
IDG.net	IDG.net's Weekend Edition expands offerings
IDG	IDG named to Forbes 500 top private companies
IDG	IDG announced last month Web offerings total 200
IDG	Online: **Bob Metcalfe**
CW Canada	*CW Canada* bulks up following *IW Canada* merger
IDG	IDG sponsors Asia marketing conference
PCW	*PCW* sales team gathers for annual meeting
IDG Hong Kong	**Melvyn Bennett** celebrates 10+

Dec. 15

MWExpo	New focus, name, location for German MW Expo
WebShopper	WebShopper opens for business w/ 1-stop shopping
Computerwoche	Revenue for CW Verlag reaches all-time high
IDG Australia	IDG Australia dominates 1997 Bell Awards
IDG	**Pat McGovern** named 1 of 100 most influential in IT rev.
Publish	Publish redesigns Web site
IDG	Online: **Kelly Conlin**
PCW	PCW, PCW Online drive home their message at Comdex
IDG	Contest: Mystery building contest winners
IDG	Offline: cartoon contest winners

Dec. 22

YEAR IN REVIEW ISSUE

Volume 27, Number 1

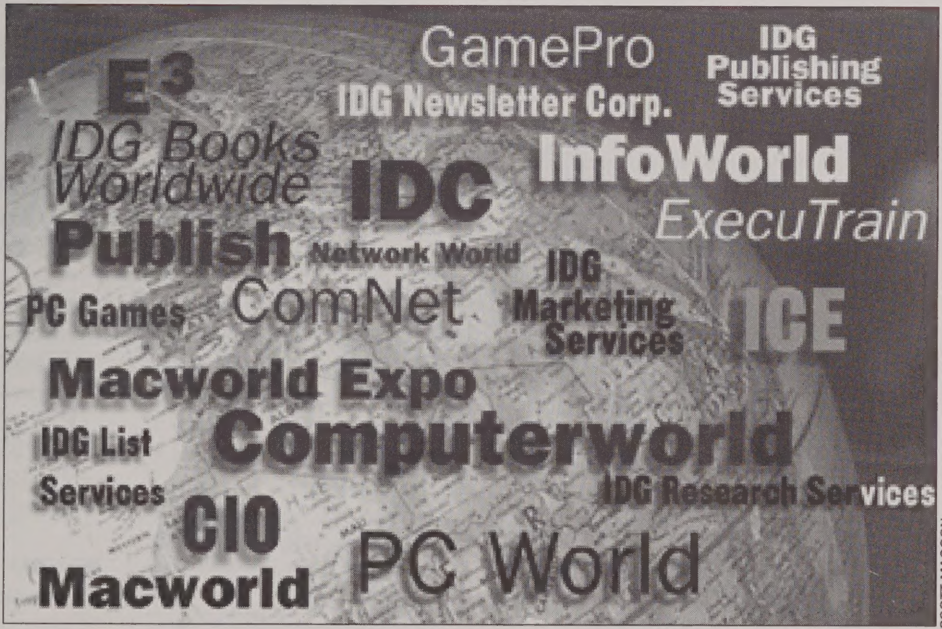
• SPECIAL ISSUE •

January 6, 1997

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG: Who Are We?


GamePro
IDG Publishing Services
E³
IDG Newsletter Corp.
IDG Books Worldwide
InfoWorld
IDC
ExecuTrain
Publish
Network World
IDG Marketing Services
PC Games
ComNet
ICE
Macworld Expo
IDG List Services
Computerworld
IDG Research Services
CIO
Macworld
PC World

SCOTT MAGOON

Who are we? We're publishing. With more than 275 newspapers and magazines in 75 countries around the world, we're the world's premier provider of IT information.

We're market research and analysis. With more than 40 offices around the world, IDC is the leading supplier of IT market research and analysis.

We're computer expositions. IDG World Expo is a worldwide sponsor of leading IT trade shows and conferences, and business units in all corners of the globe organize events tailored to their local markets.

We're books. With more than 450 titles in print and translations in 32 languages, IDG Books Worldwide is a recognized powerhouse in the IT book publishing field.

Who are we? We're training, newsletters and online services, but most of all, we're people — more than 8,500 of us in offices across North America, Latin America, Europe, Africa, Asia and the Pacific Rim. Every day, all around the world, IDG employees are delivering IT industry data — in many different forms — to vendors, corporate users, and individuals in small offices or at home.

A key strength of IDG is the interconnectedness of the company's different disciplines, which offers customers, quite literally, a world of resources.

This issue of *IDG World Update* is designed to give employees a glimpse of IDG's vast presence around the world and the functions of its major business operations. It is not intended as an exhaustive description of every functional activity in each division.

PUBLISHING

The following is a list of IDG publications in print as of December 1996. Books are not included. Offices in countries listed are wholly owned subsidiaries, e.g. IDG Argentina and IDG Australia. Licensees and joint ventures are identified as follows:

*** = licensee**
**** = joint venture**

The IDG Directory, part of IDG Central (http://globalidg.com or on Lotus Notes), is an excellent resource that lists products and contact information for each business unit.

UNITED STATES

Falls Church, Va.
(FCW Group, Inc.)
- *Federal Computer Week*
- *Government Best Buys*
- *civic.com*
- *Federal Integrator*

Framingham
(CIO Communications)
- *CIO*
- *WebMaster*

(Computerworld, Inc.)
- *Computerworld*
- *Premier 100*
- *Global Innovators Quarterly*
- *CW Best Places to Work*
- *CW Campus Edition*
- *CW Vertical Industry Journals*
- *Intranets*
- *Leadership Series*
- *Emmerce*, a Webzine for Electronic Commerce Strategists (http://www.computerworld.com/emmerce)

(Network World, Inc.)
- *Network World*
- *IntraNet magazine*

Boston
(IDG Newsletters)
- *Do It With Lotus 1-2-3*
- *Do It With Lotus SmartSuite*
- *Do It With Lotus SmartSuite Word Processing Edition*
- *Do It With Windows 95*
- *Do It With Macintosh*
- *Do It With Microsoft Office*
- *Do It With Microsoft Publisher*
- *The Notes Report*
- *PowerBook Companion*
- *TipWorld*, a collection of e-mail newsletters (http://www.tipworld.com/).

Peterborough, N.H., Nashville, Tenn., and Cambridge, Mass.
(Connell Communications)
Place-Based Media Division
- *Video Event*
- *Take One*
- *Coming Attractions*
- *Web Now*

Music Division
- *New Country*
- *Music & The Arts*
- *Shout!*

Custom-Publishing Division
- *Cable in the Classroom*
- *Better Viewing*
- *CPB Teachers' Digest*

IT Division
- *DOS World*
- *Maximize (Practical Windows)*

San Francisco
(Macworld Communications)
- *Macworld*

(PC World Communications, Inc.)
- *PC World*
- *The Web Magazine*

(Publish)
- *Publish*

(Web Publishing, Inc.)
- *SunWorld* (http://www.sun.com/sunworld online)
- *JavaWorld* (http://javaworld.com/)
- *Netscape World* (http://netscapeworld.com/)
- *NC World* (http://javaworld.com/#ncw)

San Mateo, Calif.
(GamePro Media Group)
- *GamePro*

(PC Games)
- *PC Games*

(InfoWorld Publishing Corp.)
- *InfoWorld*

ARGENTINA
- *Computerworld*
- *PC World*
- *Client/Server Journal*
- *Newsletter Novell Users*
- *Premier Users*
- *Buyers Guide*
- *Software Catalog*
- *Hardware Catalog*

AUSTRALIA
- *Computerworld*
- *IT Casebook*
- *Australian Macworld*
- *Network World Australia*
- *Australian PC World*
- *Australian Reseller News*
- *The Computerworld 100*
- *The Macworld Product Guide*
- *The PC World 50*
- *The Software 50*
- *Publish Australia*

Our online publication is a joint venture with Wide West Media, and it is called Online World.

AUSTRIA
- *Computerwelt*
- *Computerhandel*
- *PCtip*
- *NetWork World*
- *Internet*

BANGLADESH*
(Information Services Network, Ltd.)
- *PC World Bangladesh*

BELARUS*
(ZAO Komputerny Mir)
- *PC World Belarus*

BRAZIL
- *Anuario de Informatica*
- *Computerworld*
- *Network World*
- *Macworld*
- *PC World Brazil*
- *Publish Brazil*
- *Reseller World*

BRAZIL*
(Comunicacaoes, Lazer e Cultura S.A. (CLC))
- *Supergamepower*
- *PC Player*

BULGARIA**
(IDG Technika Communications Company)
- *PC & Mac World Bulgaria*
- *Network World Bulgaria*
- *Computerworld Bulgaria*

PUBLISHING

CANADA**
(Laurentian Technomedia, Inc.)
- *CIO Canada*
- *Computerworld Canada*
- *InfoWorld Canada*
- *Network World Canada*
- *Client Server World*

CARRIBEAN*
(Trejos Hermanos Sucesores)
- *PC World Dominican Republic*
- *PC World Puerto Rico*

CENTRAL AMERICA*
Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua
(Trejos Hermanos Sucesores)
- *PC World Centro America*

CHILE*
(Publicaciones en Computacion Ltda.)
- *Computerworld Chile*
- *PC World Chile*

COLOMBIA*
(Inviarco Ltda.)
- *Computerworld Colombia*

CROATIA
(Znak Publishing, Ltd.)
- *Computerworld Hrvatska*

CZECH REPUBLIC
- *Computerworld*
- *Elektronika*
- *PC World*
- *Macworld*
- *Internet 4U*

DENMARK
- *Computerworld*
- *PC World*

ECUADOR*
(Ediworld, Cia., Ltda.)
- *PC World Ecuador*

EGYPT*
(World Publishing Ltd.)
- *Computerworld Middle East*
- *PC World Middle East*

FINLAND*
(Oy Talentum Ab)
- *MikroPC* (PCW)
- *Tietoverkko* (NW)
- *Tietoviikko* (CW)

FRANCE
(IDG Communications France — Business Press Group)
- *Le Monde Informatique*
- *Reseaux & Telecoms*
- *Distributique*
- *Distributique Hebdo*
- *Distributique VAR & SSII Magazine*
- *WebMaster*

FRANCE
(IDG Communications France — Consumer Magazine Group)
- *InfoPC*
- *Macworld*

GERMANY
(IDG Magazines Verlag)
- *Macwelt*
- *PC WELT*
- *PC WELT Specials*
- *PC WELT Interactive* (CD-ROMs on the newsstand every quarter)

GERMANY
(Computerwoche Verlag)
- *Computerwoche*
- *Computerwoche Focus*
- *Computerwoche Extra*
- *ComputerPartner*

GREECE*
(Delta Graph, Ltd.)
- *GamePro Greece*

HONG KONG
- *Computerworld Hong Kong*
- *PC World Hong Kong*

HUNGARY
- *PC World Hungary*
- *Computerworld Számítástechnika*
- *PC-X Magazine*
- *Internetto* (www.idg.hu/internetto)

ICELAND*
(HEMRA ehf., Tolvuheimur)
- *Tölvuheimur/PC World Island* (Macworld insert)

INDIA*
(Media Transasia India, Ltd.)
- *IS Computerworld*
- *PC World India* (incorporating Macworld)
- *Information Communications World* (NW)

INDONESIA*
(PT Sarana Informatika)
- *Info Komputer/PC World*

INDONESIA*
(Vision Business Book Summaries)
- *Do It With Windows 95*

IRELAND*
(ComputerScope, Ltd.)
- *ComputerScope* (CW)
- *PC Live!*

ISRAEL*
(People & Computers)
- *People & Computers/ Computerworld*

ISRAEL*
(Olamot-Media Industries)
- *Macworld Israel*

ITALY
(IDG Italy — weeklies)
- *Computerworld*
- *Networking*

ITALY
(IDG Italy — monthlies)
- *Macworld Italia*
- *PC World Italia*

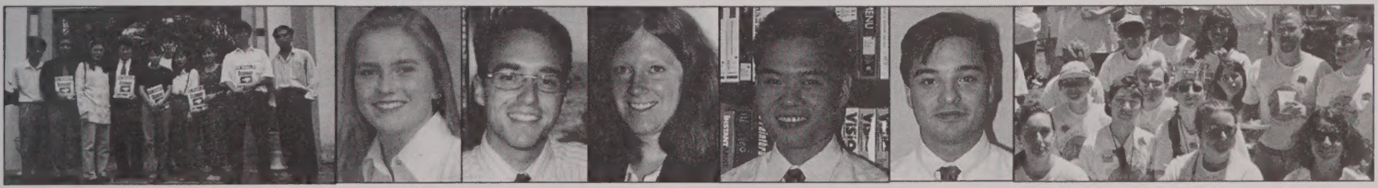
JAPAN
(IDG Communications)
- *Computerworld Today*
- *Sun World*
- *Windows World Japan*
- *OS/2 World*
- *HP Open World*
- *Windows NT World*
- *Macworld*

JAPAN*
(Nikkei Business Publications)
- *Nikkei Personal Computing* (PCW)

JAPAN*
(WORKS Corp.)
- *DTP WORLD* (Publish)

KENYA*
(Upstart Limited)
- *PC World East Africa* (distributed in Kenya, Tanzania and Uganda

LATVIA*
(DT Media Group, Ltd.)
- *DatorPasaule/PC World*



PUBLISHING

MACEDONIA*
(Astor d.o.o.)
- *PC World Macedonia*

MALAYSIA
- *Computerworld Malaysia*

MALAYSIA*
(Communications Resources Private Ltd.)
- *PC World Malaysia*

MALTA*
(Business Marketing Services Ltd.)
- *PC World Malta*

MEXICO
- *Computerworld Mexico*

MYANMAR*
(Today Publishing House, Ltd.)
- *PC World Myanmar*

NETHERLANDS
- *Computer! Totaal*
- *LAN Internetworking Magazine*
- *MacWorld*
- *Net*
- *InfoWorld*

NEW ZEALAND
- *New Zealand Guide series*
- *Computer Buyer*
- *Computerworld*
- *Computerworld New Zealand Computer Industry Directory*
- *IntraNet Magazine*
- *Marketing Edge*
- *MTB Management Technology Briefing*
- *Network World*
- *New Zealand PC World*

NORWAY
- *Computerworld Norge*
- *CW Rapport*
- *Datamagasinet*
- *Financial Rapport*
- *Kursguide Norge*
- *Macworld Norge*
- *Multimedia World Norway*
- *PC World Ekspress Norge*
- *PC World Nettverk*
- *PC World Norge*
- *PC World ProduktGuide Norge*

PAKISTAN*
(OMAG Enterprises)
- *Computerworld Pakistan*

PANAMA*
(Edicómputo)
- *PC World Panama*

PEOPLE'S REPUBLIC OF CHINA (PRC)**
(China Computerworld Publishing & Service Co.)
- *China Computerworld*
- *PC World China*
- *Computer & Communications* (incorporating *Network World)*

PRC**
(China Computers Publishing Corp.)
- *China InfoWorld*
- *Software World*

PRC**
(IDG-ISTIC Information Services Corp.)
- *Electronic Design China*
- *Telecom World*

PRC*
(Chongqing Science and Technology Association)
- *Popular Computer Weekly*

PRC*
(Chengdu Telecomworld Publishing Corp.)
- *China Telecomworld Weekly*

PRC*
(Chengdu Electronic Research Institute)
- *Electronic Weekly*
- *Software Weekly*

PRC**
(Electronics Today Publishing Corp.)
- *Electronics Today*

PRC**
(CCID: China Computer and Microelectronics Information Research Institute)
- *China Computer Users*

PRC
(Beijing Advanced Software Corp. Ltd.)
- *Game Software*
- *PopSoft*

PERÚ*
(Empresa Editora "El Comercio"
- *Computerworld Perú*
- *PC World SOHO Perú*
- *PCW Profesional Perú*

PHILIPPINES*
(WS Computer Publishing Corp.)
- *Computerworld Philippines*
- *PC World Philippines*
- *Click!*

POLAND
- *Computerworld Poland*
- *CW Special Report*
- *NetWorld*
- *PC World Komputer*
- *Macworld*
- *Cyber*

PORTUGAL*
(Socedite Sociedade Editorial, Lda.)
- *Cerebro/PC World*
- *Computerworld/ Correiro Informatico*

PORTUGAL*
(CMB 10 - Publicações e Serviços Lda.)
- *MacIn/PCIn Portugal*
- *DealerWorld Portugal*

ROMANIA*
(IDG Communications Publishing Group SRL)
- *Computerworld Romania*
- *PC World Romania*
- *Telecom Romania*

RUSSIA*
(Open Systems Publications)
- *Computerworld Russia*
- *Publish*
- *Mir PK* (MW/PCW)
- *Sety* (NW)

RUSSIA**
(LBL-Baltic)
- *CIO Russia*

SINGAPORE
- *Computerworld Singapore*

SINGAPORE*
(Communication Resources Private Ltd.)
- *PC World Singapore*
- *Publish in Asia*

SLOVENIA*
(Pasadena d.o.o.)
- *Monitor* (PCW)

PUBLISHING

SOUTH AFRICA*
(IT Media - Thomson Publications)
- *Computing SA*
- *Network World SA*
- *South Africa's PC World*
- *IntraNet Magazine* (NW)

SOUTH KOREA*
(Hi Tech Information Inc.)
- *Hi Tech Information* (CW)
- *Macworld Korea*
- *PC World Korea*

SRI LANKA*
(Interlink Publications (Pvt) Ltd.)
- *Infolink/PC World*

SPAIN
- *Macworld España*
- *Computerworld España*
- *Diario Informatico* (CW Supplement)
- *Comunicaciones World*
- *PC World España*
- *Dealer World*

SWEDEN
- *Corporate Computing*
- *CAP& Design*
- *Computer Sweden*
- *Internet World*
- *MaxiData*
- *Mikrodatorn*
- *Nätverk & Kommunikation*
- *PC World*
- *PC Windows World*
- *PCaktiv*
- *Executive Report*
- *It-Branschen*

SWITZERLAND
- *Computerworld Schweiz*
- *Macworld Schweiz*
- *PCtip*

TAIWAN
- *Computerworld/Infoworld Taiwan*
- *PC World/Windows World Taiwan*

TAIWAN*
(Team Strong Media Company Ltd.)
- *Macworld Taiwan*
- *New ViSiON/Publish*

THAILAND*
(Media Transasia Thailand Ltd.)
- *Thai Computerworld*

TURKEY**
(UFT/IDG)
- *Computerworld Türkiye*
- *Macworld Türkiye*
- *PC World Türkiye*
- *Network World*

U.K.
(IDG Media)
- *Macworld*
- *Power PC Business*
- *PC Advisor*
- *PC Powerplay*
- *PC Home*
- *Playstation Pro*
- *Acorn User*
- *Amiga Computing*
- *Parents & Computing*

UKRAINE*
(Comizdat Publishing Company)
- *Computerworld Kiev*

UKRAINE*
(PC World Ukraine)
- *PC World Ukraine*

URUGUAY*
(Microcosmos, S.A.)
- *InfoWorld*

VENEZUELA
- *Computerworld Venezuela*
- *PC World Venezuela*

VIETNAM*
(Ho Chi Minh City Committee for Sciences and Technology)
- *PC World Vietnam*

IDG's Online Presence

IDG has two online resources that can provide employees with a vast array of information about the company: the IDG home page and IDG Central.

IDG'S HOME PAGE

Located on the Internet at http://www.idg.com, IDG's Web site is designed for an external audience but offers much information that IDG employees can use, as well. Among its offerings:

- Profiles of IDG's publications and expositions worldwide and direct links to well over 100 IDG Web sites worldwide, including IDC's; IDG corporate profile; a media planning section, with links to online marketing and media kit materials at IDG sites.

For more information on the IDG Home Page, contact WebMaster Huan Nghiem at IDG Marketing Services in San Francisc (tel: 415-676-3042, fax: 415-705-6421 or huan_nghiem@idg.com

IDG CENTRAL

IDG's password-protected internal Web site is located at http://www.globalidg.com and is also available on Lotus Notes. Overseen by IDG Global Communications, IDG Central contains a variety of resources including:

- The IDG Directory, a listing of every IDG business unit worldwide: IDG World Update; the IDG News Service; Human Resources information; discussion forums for employees; and a restricted-access, executives only section

To obtain a login and password for IDG Central, send a request via e-mail to globalcomm@idg.com and include your name and business unit. For more information, contact Global Communications at 415-524-5700 or fax 415-524-5730.

PUBLISHING

PUBLISHING PRODUCT LINES

CIO

CIO is the only business-oriented IT publication targeted to chief information officers and other senior executives functioning in this role. The publication serves the needs of executives who must leverage IT for business value by providing them with a better understanding of its role in achieving corporate objectives. (21 times per year)

COMPUTERWORLD

Computerworld is the weekly newspaper serving IS executives, managers and professionals responsible for enterprise-wide computer and networking technology. It focuses on news and analysis for PCs, workstations, mid-range and central server hardware, software and networking products, while providing top-line information linking corporate and organizational goals. (weekly)

GAMEPRO

GamePro is the leading video game publication, targeting the multiplatform gaming enthusiast, age 12-19. Cutting edge editorial and dynamic graphics provide in-depth reviews, previews and tips. (monthly)

INFOWORLD

InfoWorld, the voice of client/server in the enterprise, is a controlled-circulation newsweekly that reaches more than 310,000 IS managers — located within more than 165,000 business units — who are responsible for purchasing client/server-based enterprise systems in volume. Every week, *InfoWorld* provides business-critical product-focused news as well as testing and reviews backed by the renowned and respected InfoWorld Test Center. (weekly)

MACWORLD

Macworld is the essential Macintosh resource by delivering comprehensive product information and intelligent solutions to Macintosh buyers. Readers rely on *Macworld* for purchasing recommendations today and market trends for the future. As a result, *Macworld* is best way for Macintosh marketers to reach their most important customers. (monthly)

NETWORK WORLD

Network World is the only newsweekly of enterprise network computing, designed to provide network IS professionals with the information necessary to deliver the open applications and infrastructure required to meet evolving business needs. The publication is an advocate for network IS through its breaking news and analysis, technology primers, as well as buyer's guides, columns and tests. (weekly)

PC WORLD

PC World gives PC-proficient managers clear, reliable and focused information that improves workgroup and corporate performance. It focuses on management issues affecting the planning, buying and use of PC products and includes product reviews, purchasing guides and extensive how-to support. (monthly)

PC GAMES

PC Games magazine targets the core PC gamer who demands in-depth, objective product information to make smart buying decisions about gaming software, hardware and peripherals. *PC Games* has a special focus on online and multiplayer gaming and is available with a CD-ROM that includes demos of the hottest PC games plus online gaming service software to help readers play multiplayer titles. (10 times per year)

PUBLISH

Devoted to electronic publishing tools and techniques, *Publish* reaches a mix of graphic designers, Web publishers, print production and prepress professionals and corporate in-house production managers. (monthly)

CHANNELWORLD

A growing collection of publications that target the computer dealer and reseller distribution channel. The product line currently comprises almost a dozen titles, including monthlies, bi-weeklies, weeklies and even a Web site, updated daily, hosted by flagship *Distributique* in France. The publications in this product line are produced primarily in Europe and Asia/Pacific.

Note: Many IDG business units publish specialty or niche products not covered here.

PUBLISHING

GLOBAL PRODUCT SUPPORT CENTERS

COMPUTERWORLD/INFOWORLD
Contact: Siri Herud, IDG Norway
Tel: 47-22-05-30-00
Fax: 47-22-05-30-01/3110
Internet: s.herud@idg.no.com

MACWORLD
Contact: Cynthia Koral
Tel: 415-974-7309
Fax: 415-978-3271
cynthia_koral @ macworld.com

NETWORK WORLD
Network World Global Product Support Center
Contact: Joanne Wittren
Tel:508-820-7432
Fax: 508-879-3167
Internet: jwittren@nww.com

PC WORLD
PC World GPSC
Contact: Angie Weber
Tel: 415-267-1724
Fax: 415-442-1891
Internet: angie_weber @pcworld.com

PUBLISH
Contact: Erika Bauer
Publish
Tel: 415-974-7320
Fax: 415-267-1720

GLOBAL WEB SUPPORT CENTER
(within Web Publishing, Inc.)
Contact: Victoria Anderson
Tel: 415-978-3175
Fax: 415-267-1732
Internet:
anderson@supportcenter.com or vicki@wpi.com

CHANNELWORLD
(Reseller Global Product Support Center)
Contact: Gerard Adamis, IDG France
Tel: 33 - 1 - 49-04-78-65
Fax: 33 - 1 - 49-04-79-48

IDG'S BOARD OF DIRECTORS

The IDG Board of Directors acts on behalf of the shareholders — the owners of IDG — in directing corporate affairs and shaping long-term objectives and programs that apply to IDG as a whole.

Current board members include:

- Walter Boyd (retired president of IDG)
- Stephen Coit
- Etienne Davignon
- Axel Leblois (former president of IDC and IDG)
- Pat McGovern, chairman, IDG
- Bill Murphy (retired executive vice president, finance, IDG)
- Abe Siegel
- Orville Wright

> *"We begin 1997 with a healthy global economy, an industry enthusiastic about the opportunities of the Internet, and a strong focus on extending our key brands into complete 'communities of interest' with integrated print and online components. There isn't a single region, or single country for that matter, that is forecasting to grow less than the market. IDG's momentum was recently quantified with the completion of the Global Advertising Database, an IDG Research Services project that shows IDG's global market share for technology advertising is 26%, more than twice the market share of any other competitor."*
>
> ***IDG President Kelly Conlin***

IDG BOOKS WORLDWIDE, INC.

IDG BOOKS WORLDWIDE, INC.
- **Established: 1990**
- **Number of titles: More than 450 titles in print, translations in 32 languages**
- **Number of employees: 310**
- **Key contact: John Kilcullen CEO (tel: 415-655-3000, fax: 415-655-3299, Internet: jkilcullen@idgbooks.com)**

• **Mission**: To deliver innovative and timely computer, business and general reference information that exceeds our customers' expectations and is supported by superior service.

• **Scope of work**: IDG Books Worldwide publishes books that offer extra value and skill-building information. By applying IDG's technical, market and editorial know-how, the company produces books that fulfill the needs of readers of all levels.

Brands and Product Lines

• **...For Dummies®** books are the fun and easy way for the reluctant beginner to learn. The series includes the following line extensions: MORE...For Dummies®, the next book to buy containing more tips and advice; the ...For Dummies® Quick References, handy compilations of essential commands; Dummies 101™, quick and easy tutorials; and the ...For Teachers™ series, the first series of computer books written by teachers for teachers.

• **SECRETS™** unlock hidden techniques for readers seeking more power and performance from their software and hardware. Experts share the undocumented, hard-to-find features that turn readers into insiders.

• **Bibles®** are the holy grail references for beginning to advanced users looking for detailed, in-depth information on mastering software and hardware. These A-Z references make learning easy with their tutorial style.

• **Simplified** books are full-color, 3-D guides for absolute beginners. Designed with lively graphics and minimal text for visual learners, these show readers the ABCs of using their computers and software. **More Simplified™** continues this successful formula, taking users to higher levels of confidence.

• **Teach Yourself...Visually™** coaches novices on the basics of software and hardware with crisp, colorful graphics that show, not just tell, how to get going.

• **Novell Press®** books are the authorized texts for Novell test preparation and for Novell network administrators and professionals. Written by Novell-certified authors.

• **Macworld®** books are friendly and informative texts that help Mac users get more productivity out of their computers.

• **Creating Cool™** takes uers to the cutting-edge of technology and back with hip ideas, creative strategies and expert tips. Perfect for readers who want to create the coolest Web pages, applications and presentations.

Locations

Because of its adoption of IDG's decentralization philosophy, the company's desire to draw talent from every possible resource and enabling technology, IDG Books has a number of offices across the U.S.

Foster City, Calif.: This office houses the company's corporate support center, sales administration and marketing groups, as well as Dummies Press PR, marketing and online; IDG New Media; IDG Books Online; and IDG Books Technology Publishing.

Indianapolis, Ind.: This office houses a variety of publishing functions: author management, editorial and page layout in addition to the operations department; home of Dummies Press led by Diane Steele.

Dallas: This office, under the direction of Jim Kelly, houses the IDG Books Education Group, currently devoted to expanding IDG Books' presence in the educational market.

Chicago: This office houses the Business and General Reference Group led by Kathy Welton.

Field sales staff are in Barrington, R.I.; Denver; Algonquin, Ill.; New York; San Francisco; Dallas; Sunrise, Fla.; Chicago; Indianapolis, Ind.; and Foster City, Calif.; with sales partners in Greensboro, N.C.; Beaverton, Ore.; and Toronto, Ont.

Licensing Activities

Key contact: Marc Mikulich, foreign and subsidiary rights manager (tel: 415-655-3018, fax: 415-655-3281)

Includes translation rights (in more than 30 languages); book club rights; serial rights (magazine articles and cover mounts); calendars; audiobooks; and brand licensing (e.g. computer-enhanced CD series: *Classical Music for Dummies*).

Royal
INT'L NEWSROOM

NOTE: DISCOUNT ON IDG BOOKS FOR IDG EMPLOYEES!

IDG employees may receive a 30% discount on books ordered by telephone and paid for with a credit card. Call 800-762-2974 (callers outside the U.S. should dial 415-655-3000) and identify yourself as an IDG employee. For more information, contact Kelley Anderson via e-mail at: kanderson@idgbooks.com.

RESEARCH

INTERNATIONAL DATA CORP. (IDC)

- **Headquarters: Framingham, Mass.**
- **Locations: Seven offices in the U.S. (Framingham; Iselin, N.J.; Coral Gables, Fla.; Austin, Texas; Irvine, Calif.; Mt. View, Calif.; IDC Government in Falls Church, Va.; and IDC/LINK in New York) and operations in 40 other countries.**
- **Established: 1964**
- **Number of employees: 500 worldwide (300 in the U.S.)**
- **Key contact: Kirk Campbell, president and CEO (tel: 508-872-8200, fax: 508-935-4610, Internet: kcampbell@idcresearch.com)**

• **Mission**: To be the world's leading provider of market information, industry analysis and strategic and tactical guidance to builders, providers and users of information technology.

• **Scope of work**: IDC provides data, analysis, advice and custom consulting to the world's leading information technology suppliers, as well as to the foremost organizations in banking and finance, insurance, entertainment, advertising, publishing, consumer goods and government.

With a global network of 300 analysts in more than 40 countries, IDC is the industry's most comprehensive resource on worldwide IT trends, markets, products, vendors and geographies.

IDC is the only research company in the IT business committed to establishing an international network of strong local research offices. Although the type of product and delivery system may vary from office to office, the standard means of responding to client needs are through three main areas of support: Continuous Information Services, Multiclient Studies and Consulting.

Continuous Information Services

IDC's clients subscribe to one of more than 90 Continuous Information Services spread across several major research categories:

- Networking and Telecommunications
- Personal Systems
- Systems
- Software
- Components and Peripherals
- Channels
- Services
- Consumer Markets
- Emerging Markets

Clients have direct access to authoritative intelligence on technology trends, pricing, customer requirements, distribution channels, and competitive strategies through a variety of channels:

- Analyst-on-call (in person, via telephone, e-mail or fax)
- Research (print, CD-ROM, Lotus Notes, and in calendar Q1 - Internet)
- Conferences and briefing sessions
- On-site briefings
- IDC Flashes (for late-breaking news)
- Telebriefings
- Research libraries

Multiclient Studies

Multiclient studies are major research projects designed to share the cost of emerging market or specialized research among a group of sponsors. A close working relationship allows client sponsors to participate in the project design and scope. These comprehensive studies provide benchmark research and extensive primary data on emerging markets with in-depth analysis of specific market developments and trends.

Consulting

IDC Consulting provides strategic and tactical marketing services to help IT professionals worldwide develop and implement better business plans. It provides customized services so that clients can identify new business opportunities, analyze competitive strategies, analyze new product requirements and understand customer needs and priorities.

EVENTS AND EXPOSITIONS

IDG trade shows, expositions and conferences bring buyers and sellers of information technology face-to-face around the globe. Revenues for all of IDG's diversified expo and conference-related activities in FY97 will surpass $100 million.

True to IDG's decentralized philosophy, the management of these events is structured in a variety of ways. Many business units have their own events professionals on staff and manage all aspects of the expos or conferences themselves. Or, business units may contract out part of the management, such as booth sales, to a partner company and bring other aspects, such as marketing and public relations, in house.

Independent business units dedicated exclusively to exposition activities are:

IDG WORLD EXPOSITIONS, INC.

- Location: Boston
- Key contact: Bill Murphy, president (tel: 617-534-1200; fax: 617-262-3636; Lotus Notes: Bill Murphy, Internet: bill_murphy@idg.com)

- Scope of work: Bill Murphy works with business unit presidents to develop new expo opportunities.

IDG WORLD EXPO/ASIA

- Location: Hong Kong, Singpore, Beijing, Shenzhen
- Key contact: Gary Fung, vice president and general manager (Tel: 852-2-527-9338; Fax: 852-2-529-9956)

- Scope of work: IDG World Expo/Asia works with IDG's trade show companies in China to sell exhibitors into the expos being held in China. The group is also producing its own shows in Taiwan, Singapore and Vietnam.

IDG produces 14 tradeshows in China, including the country's largest, China Computerworld Expo.

IDG WORLD EXPO/JAPAN

- **Location**: Tokyo
- **Key contact**: Setsuro Tamai, president (Tel: 81-3-5276-3751, Fax: 81-3-5276, 3752, Internet: LDD01614@niftyserve.or.jp; idgwecst@msn.com.

- **Scope of work:** IDG World Expo/Japan produces the highly successful Macworld Expo/Japan, Windows World/Japan and E3/Tokyo. New shows for 1997 are Healthcare Information World '97 (March 22-23); Computer Telephony World '97 (June 25-28), and Internet Commerce Expo and WebT3/Tokyo (Dec. 3-5).

INTERNET COMMERCE EXPO

- **Location:** Framingham, Mass.
- **Key contact:** Ron Milton, president (tel: 508-820-8661; fax: 508-370-4325, Internet: ron_milton@iceexpo.com)

- **Scope of work:** This conference and exposition group is focused on intranet and Internet commerce applications in the global marketplace. Featured brands include Internet Open (Web applications and awards), Internet Market Outlook (Internet research component), Internet Town Meeting and Internet Commerce Roundtable. Clients include IBM, Hewlett-Packard, Netscape, Silicon Graphics, Lotus and Open Market.

1997 ICE events: Atlanta, April 8-11; Los Angeles, Sept. 8-11; Hong Kong, Aug. 19-21; Singapore, Oct. 22-24; Shanghai, Nov. 10-12; Tokyo, Dec. 3-5.

IDG/MHA EVENT MANAGEMENT

- **Location:** Norwood, Mass.
- **Key contact:** Mike Hallal, president (Tel: 617-440-2710; Fax: 617-440-0300; Internet: mike_hallal@mha.com)

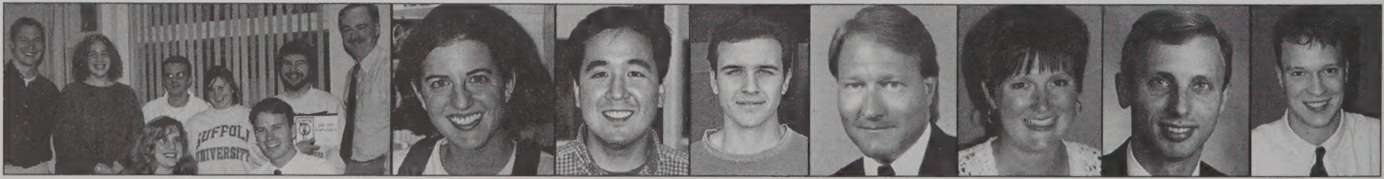
- **Scope of work:** Independently owned MHA Event Managment produces several shows under contract to IDG: Macworld Expo/Boston andMacworld Expo/San Francisco; ComNet and Electronic Entertainment Expo (E3).

EVENT TRAVEL SERVICES

- Location: Dedham, Mass.
- Number of employees: 20
- Key contact: Diane Shargabian, president (Tel: 617-361-8111 or 800-892-6080, Fax: 617-361-6936, Internet: dianes@event-travel.com)

- Mission: Event Travel Services is the official travel agency for Macworld Expo/Boston, Macworld Expo/San Francisco, ComNet, ICE and E3. ETS also makes travel arrangements for non-related IDG events such as Adtech and the Association for Interactive Media. The company is also building its base of corporate accounts, providing travel-related services to outside firms such as Amulet and Psion.

- Scope of work: ETS provides one-stop shopping for clients — from one individual to groups of 500 or more — to organize



Job Opportunities
Monday, January 6, 1997

Licensing Administration and Support Manager (IPS)
IPS is seeking a Licensing Administration and Support Manager. In this position you will provide customer support to IDG publishing partners in 45 countries. You will oversee licensee revenue reporting, monitor royalty collection and assist with license royalty invoicing, revenue offsetting, and reconciliation with IDG Accounting. Together with the VP of Licensing and IDG's global product support centers you will be responsible for providing ongoing customer support to licensees (with specific responsibilities coordinated with the PC World Global Product Support Center). In these areas, you will serve as licensees' primary contact point within IDG. You may also assist in prospecting for new licensees. IDG's ever growing portfolio of licensing relationships requires constant interaction with other IDG business units. Responsibilities will include some administrative support for the VP of Licensing. The ideal candidate will possess a college degree, strong computer skills and a minimum of 2-3 years business experience. ***Location: Boston, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Senior Writer (CIO)
CIO Communications is seeking a Senior Writer to join its editorial team. This individual will report and write feature articles and other shorter pieces for the magazines and websites of CIO and WebMaster. Responsibilities include generating story ideas in an entrepreneurial idea-development process, and nurturing relationships with readers, sources, and vendor company representatives. Candidates must possess the ability to work in a collaborative environment. College degree, computer skills, and three to five years experience preferred. ***Location: Framingham, MA***
Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

Graphic Designer (CIO)
Ideal candidates will have 3-5 years magazine layout and art assigning experience. Candidates should have a strong editorial design portfolio, a degree in graphic design, QuarkXPress proficiency, experience working with photographers and illustrators, and a firm understanding of typography and 4 color production in a Mac environment.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Graphic Designer (CW)
Computerworld is looking for a Graphic Designer to design promotional, marketing and recruitment advertisements. Skills necessary include MAC/PC proficiency with in-depth experience using Illustrator, Freehand, Quark, Photoshop, Adobe Acrobat, scanning software, and electronic pre-press. Illustration, 4-color design skills, minimum of four years experience in computer and conventional paste-up, ability to prepare files for prepress and excellent communication and interpersonal skills a must. Bachelors degree in graphic design, fine arts, or equivalent preferred. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

@Computerworld Sales Associate (CW)
Computerworld has an opportunity for an experienced, creative, and highly motivated individual to process all ad traffic and reporting for the @Computerworld website and to assist in promoting new business for @Computerworld. Candidates should possess a minimum of 1 year relevant experience, demonstrated organizational skills, a BA/BS, and a strong technological aptitude. ***Location: Burlingame, CA***
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Acquisitions Editors - Dummies Trade Press (2) (IDG/B)
Position exists to expand Dummies Trade Press, and is responsible for acquiring authors, research, and development and marketing activities pertinent to the product. Qualified candidates will have a minimum of 3 years of acquisition experience. Book publishing experience is preferred. ***Location: Chicago, IL***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Editorial Assistant, CPG (IDG/B)
This position will support 4 acquisitions editors and will be responsible for the processing of contracts and author check requests. Position requires attention to detail, strong organizational and computer skills. Research abilities, follow-up and follow-through and working independently necessary as well as excellent communication skills. Sound knowledge of MS Word, MS Excel, and MS Access desirable and at least one year office experience necessary. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Editorial Positions (IDG/B)
Position will support a growing Acquisitions department. Responsibilities include maintaining acquisitions contract logs, author files, drafting, proofreading, coordinating contracts, and initiating author questionnaires. We are seeking excellent oral and written communication skills, and computer proficiency in Excel, Word, and ACT. ***Location: Chicago, IL***
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: mboese@idgbooks.com

Director, Voice/Data Communication (IDG/B)
Will provide management and direction for LAN/PBX environment and technical support areas. Manage technical support departments at all IDG Books locations. Develop LAN/WAN/MAN and PBX strategic plan and standards for performance measurement. Will implement PBX/WAN integration - fax back services, fax/email gateway, telemarketing applications, etc. Should have a BSEE or BSCS with 4-6 years of progressive management experience and excellent communications skills. Should have experience in multisite LAN/WAN/MAN environment. Detailed knowledge of LAN protocols (IPX, TCP/IP, Netbui), topology and performance issues, PBX and LAN telephone integration. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Supervisor, Page Layout (IDG/B)
Will supervise Graphics Production Specialists. Must have experience with processing digital color on a Macintosh platform and extensive knowledge of QuarkXPress and/or Aldus PageMaker. Working knowledge of Adobe Illustrator and/or Aldus Freehand and Adobe Photoshop as well as word processing software. And conversion between PC/DOS/windows and Macintosh platforms. Must have prior supervisory experience and ability to train, evaluate, and assign resources of graphic production specialists. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Catalog Coordinator (IDG/B)
This position will provide support to the Marketing Specialist by coordinating the production of all domestic, international, educational, and end user catalogs. Will also conduct research for all catalog and other channel communications as well as coordinate the production and distribution of channel communications. Must have a college degree and at least 3 years experience in marketing or marketing communications, preferably in the publishing industry. Macintosh experience a plus, with a background in design and graphics preferred. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Customer Service Rep (IDG/B)
Will answer busy 800# line assisting clients with ordering needs and processing orders. Will also provide product information, clarify delivery requirements and respond to order related inquiries. Should have a working knowledge of the computer with word processing, Excel, and Filemaker Pro. Strong communications and writing skills required.
Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Sales Support Associate (IDG/B)
Working closely with the Sales Support team, this person will ensure timely delivery and creation of sales collateral materials by processing and packaging mail and sales collateral materials, maintaining files and creating sales collateral material using Microsoft Excel and Word software applications. Must have working knowledge of the computer with Excel, ACT, Filemaker Pro, and Word/PC experience as well as a good understanding of typical office administrative procedures. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Copy Editor (IFW)
Candidates will edit for grammar, spelling, and style; write headlines, captions, and pull quotes. A degree in English or Journalism and one year experience preferred. Hands-on experience with QuarkXPress a must. ***Location: San Mateo, CA***
Contact: L. Schmid, Fax: 415-312-0668, Phone: 415-312-0669, Email: Linda_Schmid@infoworld.com

Ad Traffic Coordinator, Global Web Advertising Network (IMS/Online)
Reporting to the Operations Director, this individual will coordinate centralized buys of advertising in multiple IDG web sites. Working with IMS client service representatives, publication sales representatives, Web site administrators, and Focalink, the Coordinator will ensure correct and timely posting and rotation of banner ads, troubleshoot problems, coordinate updates, changes and credits. Experience in new media for an advertising agency, tech support, ad sales, or web publishing extremely desirable. Demonstrated ability to be a self-starter required. ***Location: San Francisco, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Operations Director, Global Web Advertising Network (IMS/Online)
IMS is seeking a talented generalist to manage implementation and expansion of its global Web advertising service. This manager will develop and implement processes for trafficking advertising, for adding non-US sites to the service, network contracts, and all other required procedures. Working with IMS client service representatives, client and agency contacts, and Focalink Communications, this manager will continually enhance the service to ensure it leads the market in comprehensiveness flexibility, and ease of use. Candidate must be qualified to continually evaluate Focalink's technology against competing alternatives, and IDG's Web network against competing advertising products. Requires 4+ years experience, including internet-related experience, and demonstrated skills in project and operations management, client service, and technology evaluation. Familiarity with advertising sales and publishing preferred. BA required, MBA preferred. ***Location: San Francisco, CA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Financial Administrator (IPS)
IDG's International Publishing Services group is seeking a financial administrator. The selected candidate will provide financial and administrative support to the Business Manager of IPS. Duties will include invoice processing and coding, financial reporting, assisting with month end closings and various administrative tasks as required. Ideal candidate will be detail oriented, proficient with various PC applications (Lotus 1-2-3, Excel, Word, Windows95) and be team oriented. the candidate will also possess adequate written and oral communication skills. Some Lotus Notes exposure is preferred. This individual should have a BA or equivalent work experience. ***Location: Boston, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Office Services Assistant (MAC/PCW)
This candidate will provide general administrative support to the Office Services Department. Responsibilities will include reception coverage, documentation and distribution of the monthly phone list, and general office duties as assigned. This position requires excellent customer service, organizational, and time management skills, as well as good verbal and written communication skills. ***Location: San Francisco, CA***
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: marisa_chow@macworld.com

Office Services Manager (MAC/PCW)
This candidate will be responsible for the day to day management of the Office Services Department. He/she will give appropriate attention to the organization's expectations regarding future operations. Responsibilities will include providing services to staff assuring the provision of adequate mail, reception, and office service related functions. This position requires excellent customer service, organizational, and time management skills, with a minimum of 1-2 years in an office services environment; supervisory experience desired. ***Location: San Francisco, CA***
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: marisa_chow@macworld.com

Performance Analyst (2) (PCW)
The PC World Test Center is seeking two individuals to design and execute performance measurement tests on a variety of PC based products, with a strong emphasis on testing hardware and peripherals. Qualified candidates need to possess a strong understanding of microcomputer technology. Expertise in one or more of the following areas is a definite advantage: digital communications, the internet, PC peripherals (modems, monitors, graphics accelerators, printers), multimedia operating systems, and usability. Experience in a PC hardware and business software environment necessary. Excellent
planning, communication, and analytical skills; journalism experience a plus; team player. Candidates should have a bachelor's degree or equivalent work experience. ***Location: San Francisco, CA***
Contact: Testing Mgr, Fax: 415-974-7316, Phone: , Email: TCRecruiting@pcworld.com

Designer (PCW/WEB Magazine)
With direction from the Art Director, responsibilities include the design and layout of the editorial content of The Web Magazine. Responsibilities include designing features, tables and figures. Hire, train, and supervise Design Associates, track progress of articles at various stages of production, maintain departmental scheduling. Must be Mac literate with a strong emphasis in various graphics packages. Should have good communications skills both verbal and written. Able to juggle multiple tasks, be flexible, and work under tight deadline. Prior experience working in a publishing or advertising environment a plus. ***Location: San Francisco, CA***
Contact: A. Morgan, Fax: 415-442-1891, Phone: 415-267-1759, Email: adrian_morgan@pcworld.com

Single Copy Sales Coordinator (PCW/WEB Magazine)
Assist the Manager, Single Copy Sales in all aspects of newsstand circulation for THE WEB magazine and PC WORLD. Some of the tasks in this position include distribution work, promotions, analysis, accounting, correspondence, and research, working in a fast-paced, challenging environment. Qualified candidates should have 1-3 years of experience in magazine publishing, preferably in single copy sales and/or circulation. A creative, efficient, organized professional, with strong written and verbal communication skills is required. Strong analytical, and computer skills in Excel and Word, are a must.
The ability to handle multiple tasks, and to prioritize accordingly is essential. ***Location: San Francisco, CA***
Contact: C. Stephenson, Fax: 415-442-1891, Phone: 415-978-3166, Email: cheryl_stephenson@pcworld.com

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Places where you can find the complete list of job opportunities across IDG:

1. *Lotus Notes - Job Opportunities Database*
2. *IDG Central: http://globalidg.com (to request access, send an email to: globalcomm@idg.com)*
3. *IDG home page: http://www.idg.com*
4. *Job Hotline: East Coast ⇨ 508-935-4406 West Coast ⇨ 415-978-3100*
5. *January 27, 1997 edition of the World Update*

EVENTS AND EXPOSITIONS

travel arrangements when attending a show. It offers specially low negotiated rates at participating show hotels, major airlines and car rental agencies.

A SAMPLING OF IDG SHOWS IN 1997

Macworld Expo
San Francisco, Calif.
Jan. 7-10

ComNet
Washington, D.C.
Feb. 3-6

Macworld Expo
Tokyo
Feb. 19-22

Computerworld Expo
Auckland, New Zealand
March 18-20

Internet Commerce Expo
Atlanta
April 8-10

Electronic Entertainment Expo
Atlanta
June 19-21

ComNet
Warsaw, Poland
June

Macworld Expo
Boston
Aug. 6-8

Internet Commerce Expo
Hong Kong
Aug. 19-21

Internet Commerce Expo
Los Angeles
Sept. 8-11

Networking China
Beijing
Sept. 8-12

Macworld Expo
Mexico City
Sept. 30-Oct. 2

Maxi Data/Exposion
Stockholm
September

Romania Computer Show
Bucharest, Romania
Oct. 16-19

Internet Commerce Expo
Tokyo
Dec. 3-5

TRAINING

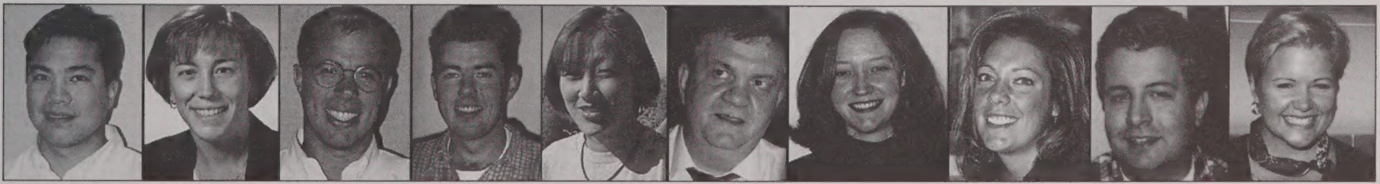
EXECUTRAIN

- **Headquarters: Atlanta**
- **Locations: 181 locations (47 company-owned, 134 franchise-owned) in 23 countries.**
- **Established: 1984**
- **Number of employees: 2,000, approximately half of whom are trainers**
- **Key contact: David Deutsch, president (tel: 770-667-7700; fax: 770-663-7912, Internet: davidd@executrain.com)**

• Mission: As the industry's only total Training Solution (TTS) provider, ExecuTrain offers multimedia-based and instructor-led training on today's popular business application packages. The company also offers technical training courses such as high-end network management training and application development courses as well as user-specific custom and proprietary products and services.

• **Scope of work:** ExecuTrain is the first Microsoft-authorized end-user training and certification testing center. The company is also an authorized training center for Lotus, Microsoft ATEC, WordPerfect, Borland International and Ventura Software. ExecuTrain offices are also vendor certified for technical training and are Drake Testing Centers for Microsoft certification examinations. The company is also a testing center for Sylvan Prometric. ExecuTrain trained more than 1.2 million people in 1996 and attained sales in excess of $165 million.

In 1990, IDG invested in ExecuTrain as a minority shareholder, spurring the company's international expansion. IDG became ExecuTrain's majority shareholder in late 1995.



SUPPORT SERVICE BUSINESS UNITS

The following business units are the key service divisions within IDG. The vast majority interact in some form with each other and with business units in the primary functional areas of the company.

IDG CORPORATE SUPPORT CENTER
- **Established: 1964**
- **Location: Boston**
- **Number of employees: 19**

• **Mission**: The Corporate Support Center provides the market vision, operating support and financial systems to help IDG business units continue to grow rapidly and profitably and achieve IDG's overall goals.

CHAIRMAN'S OFFICE

• **Key contacts**: Pat McGovern, chairman (Lotus Notes: Patrick McGovern, Internet: patmcgovern@idg.com); Maggie Murphy, executive assistant (tel: 617-534-1226, fax: 617-859-8642, Lotus Notes: Maggie Murphy Internet: maggie_murphy @idg.com)

The chairman of the board's role is to champion the company's mission, values and culture. The chairman assists the business units with the long-term corporate strategy and acts as a missionary searching for new market opportunities that fit IDG's goals. To accomplish this, the chairman travels to many IDG offices around the world each year, visits many of IDG's major customers, and attends industry events as a featured speaker and/or participant. The support staff ensures that issues brought to the chairman's attention are responded to expeditiously. In support of the business units, the chairman's staff manages his schedule (i.e., schedules client calls and public speaking engagements) and fulfills the administrative needs of the chairman and the IDG Board of Directors.

PRESIDENT'S OFFICE

• **Key contacts:** Kelly Conlin, president (tel: 617-534-1204, fax: 617-536-8408, Lotus Notes: Kelly Conlin, Internet: kelly_conlin@idg.com), Libby Levinson, assistant to the president (tel: 617-534-1253, fax: 617-536-8408, Lotus Notes: Libby Levinson, Internet: libby_levinson@idg.com)

The President's Office focuses on issues related to IDG's mission and strategy, specifically on global customer relationships, emerging business opportunities, the corporate marketing program and corporate communications. As part of this mission, the president serves as the advocate for the point of view of IDG's customers in decisions made by the Executive Committee, both in evaluating new business initiatives and in creating new business units. In addition, the president, along with the chairman and the COO, ensures that the Corporate Support Center is an effective "network hub" for sharing skills and best practices throughout the IDG family of companies.

CHIEF OPERATING OFFICER'S OFFICE

• **Key contacts:** Jim Casella, chief operating officer (tel: 617-534-1206, fax: 617-262-2300, Lotus Notes: Jim Casella, Internet: jim_casella@idg.com), Donald Young, operations manager (tel: 617-534-1205, Lotus Notes: Donald Young, Internet: donald_young@idg.com), Marion Kibbee, vice president, corporate services (tel: 617-534-1207, Lotus Notes: Marion Kibbee, Internet: marion_kibbee@idg.com)

The Chief Operating Officer's Office focuses on providing operational expertise and human resources management, thereby working as a network server to all domestic and international business units. It provides start-up and ongoing support to all business unit managers. It is the primary IDG operating source and provides support for all IDG worldwide, regional and monthly meetings and serves as a clearinghouse for information services.

CORPORATE CONTROLLER AND TREASURY GROUP

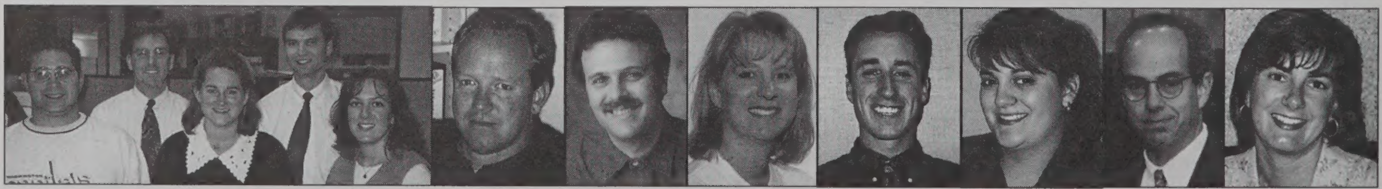
• **Location**: Framingham
• **Key contact**: Ted Bloom, vice president, corporate controller and treasurer (tel: 508-935-4402, fax: 508-935-4675, Internet: ted_bloom@idg.com); Lucy Sheehan, executive assistant (tel: 508-935-4434, fax: 508-935-4675, Internet:lucy_sheehan@idg.com)

• **Scope of work:** The Corporate Controller's Office is responsible for IDG's global accounting, external and internal audits, risk management for benefit programs and corporate insurance. The group also oversees foreign exchange, treasury operations, the ISOP and ESOP programs and the annual corporate valuations by Marshall & Stevens.

Financial Planning Group

• **Location**: Boston
• **Key contact**: Jim Ghirardi, vice president, finance (tel: 617-534-1222, fax: 617-262-3636, Lotus Notes: Jim Ghirardi, Internet: jim_ghirardi@idg.com)

The Corporate Finance Group is responsible for reviewing business proposals including equity investments, joint ventures,



SUPPORT SERVICE BUSINESS UNITS

and mergers and acquisitions from both internal and external sources. Additionally, Corporate Finance monitors IDG's significant competition and maintains current data with regard to each competitor.

The Corporate Finance Group is also responsible for monitoring the managers of IDG's equity portfolio and acts as a liaison with the investment banking community.

International Controller's Office
- **Location**: London
- **Key contact**: Keith Arnot, international controller (tel: 44-171-831-9252, fax: 44-171-831-8767)

- **Scope of work**: The department's primary responsibility is to ensure the accuracy, reliability and timeliness of the management reporting function at IDG's international operations. The group focuses on the continuous improvement of IDG's financial and treasury management systems and maintains close relationships with external auditors and lawyers to ensure the good legal standing of each international operation. The International Controller's Office also assists in the implementation of IDG's international tax strategy with a view to minimizing the overall effective rate of corporate income tax.

The aim of the department is to achieve the above in a manner that is consistent with IDG's corporate policies and values by working closely with country managers and controllers. The International Controller's Office plays a supportive and advisory role in improving business efficiency, identifying potential cost savings, advising on acquisitions and start-ups, reviewing capital expenditure proposals, providing recommendations on lease/buy decisions, approving new office lease requests and recruiting and training new controllers.

Accounting
- **Location**: Framingham
- **Number of employees**: 29
- **Key contacts**: Sally Reinfeld, group controller, (tel: 508-935-4423) and Nancy Sheehan, group controller, (tel: 508-935-4598, fax: 508-879-4681)

- **Mission**: IDG's Accounting Department in the U.S. and the International Controller's Office in London are responsible for establishing and monitoring IDG's accounting policy and procedures to safeguard the assets of IDG.

- **Scope of work**: IDG's U.S. Accounting Department is composed of two group controllers, eight accountants, three check processors, one accounts payable supervisor, one systems administrator and 14 bookkeepers. This centralized group is responsible for processing financial transactions for IDG's U.S. operations and assisting the presidents, publishers and financial managers in business-related decision making.

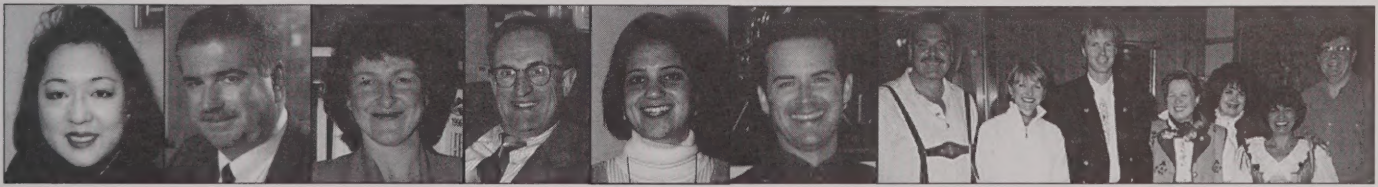
The group is responsible for: processing and payment of all expenses incurred by the individual operating units; dealing with questions and problems of vendors and individuals in the operating units; processing sales invoices, cash receipts and other customer-related transactions; verifying advertising billings and other revenue sources for accuracy; ensuring proper intercompany charges between IDG operating units; creating monthly financial statements and analyzing balance sheet and profit-and-loss accounts; ensuring that all transactions are accounted for in accordance with generally accepted accounting principals; supporting outside auditors during year-end audit; and cash management activities to ensure timely collection of funds received and investment of idle cash.

Corporate Credit
- **Location**: Framingham
- **Number of employees**: 20
- **Key contact**: Amy Hanania, corporate credit manager (tel: 508-935-4689, fax: 508-872-1644, e-mail: amy_hanania@idg.com)

- **Mission**: To protect the company's investment in accounts receivable through credit analysis and cash collection. This is done to maximize IDG's cash position and limit overall bad debt exposure.

- **Scope of work**: The IDG Corporate Credit Department provides a consolidated, centralized service to meet the credit and collection needs of IDG's diverse business units. The main function of the department is to ensure that invoices are paid according to the terms set by IDG and the individual business units. Staff is responsible for handling accounts receivable for specific business units to better meet the needs and concerns of each business unit.

The department consists of a professional staff whose job functions are divided into three areas: credit, collection and tearsheeting.
- *Credit function*: minimize potential bad debt for IDG's business units by analyzing credit applications, assigning credit limits to customers, and reviewing issue closes.



SUPPORT SERVICE BUSINESS UNITS

- *Collection function*: actively and aggressively pursue customers who owe IDG money for services rendered by the business units.
- *Tearsheeting function*: send out invoices and statements to each customer. For the publishing companies, a copy of the advertisement is included with each invoice.

Financial Reporting and Budgeting

- **Location**: Framingham
- **Number of employees**: 5
- **Key Contact**: Steve Pelosi, manager (tel: 508-935-4612; fax: 508-935-4645)

• **Mission/Scope of work**: The Financial Reporting and Budgeting Department is responsible for coordinating IDG's monthly financial reporting and the annual budget process. In addition, the group provides information with respect to the ongoing operational and financial performance of worldwide operations through P&L and statistical analysis. The department prepares monthly financial information including 30-60-90 forecasts for review by the IDG Executive Committee. The group also provides financial support to IDG's U.S. and non-U.S. business units.

Corporate Legal

- **Number of employees**: 2
- **Key contact**: Miriam Karlin, manager, legal affairs (tel: 508-935-4686; fax: 508-879-4681)

• **Mission**: The IDG Legal Department manages the legal affairs of IDG and its U.S. subsidiaries.

• **Scope of work**: The manager of legal affairs coordinates with outside counsel involved in litigation, contract negotiation and acquisitions, and closely monitors and controls outside legal fees. The manager of legal affairs also searches, registers and renews trademarks for IDG and its subsidiaries, maintains a worldwide trademark database and manages all routine corporate legal compliance.

Corporate Tax

- **Number of employees**: 7
- **Key contact**: Jayne Enos, vice president, corporate tax (tel: 508-935-4436, fax: 508-879-4681)

• **Mission**: The IDG Corporate Tax Department serves all of IDG's operating units, both in and outside the U.S., and is responsible for preparing and filing all federal and state corporate income returns. It is also responsible for preparing and filing each subsidiary's sales tax returns, property tax returns and miscellaneous reports. The department's goal is to minimize the tax liability of IDG and its subsidiaries.

• **Scope of work**: The Tax Department coordinates all activities with outside state and federal tax authorities relative to corporate income tax audits. The department also serves the needs of the operating units by performing research relating to specific issues on corporate tax matters and keeping each operating unit informed of new developments as they occur. The department ensures that all tax compliance requirements are fulfilled and performs tax planning wherever possible in order to minimize tax expense.

IDG Office Services

(IDG Framingham and IDG regional sales offices in Atlanta; Des Plaines, Ill.; Dallas, Framingham, Mass.; Irvine, Calif.; Rochelle Park, N.J.)

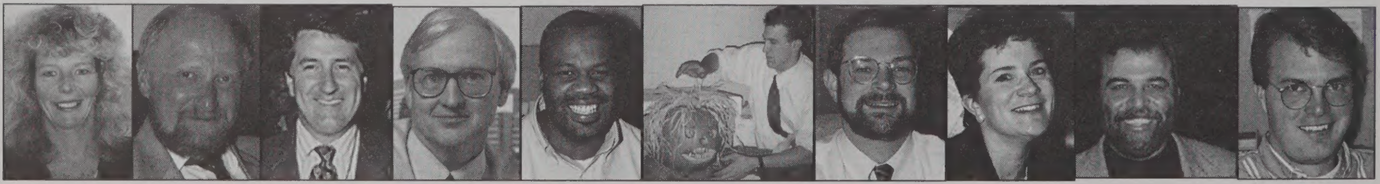
- **Number of employees**: 16 (3 in Framingham, 13 regional)
- **Key contact**: Lucy Sheehan, office services manager (tel: 508-935-4434, fax: 508-935-4675, Internet: lucy_sheehan@idg.com)

• **Scope of Work**: Operational and staff management, building management liaison, HR liaison, employees' general liaison, monthly/yearly forecasting and budgeting, strategic planning, statistical reporting, orchestrate moves, lease negotiating, implement general policies and procedures, communications, archive/inventory database; environmental programs, provide consolidated but decentralized management to meet the needs of the diversified business units, maintain a high level of communication and cooperation between the units.

CORPORATE TRAVEL

- **Location: Framingham and San Francisco**
- **Number of employees: 11**
- **Key contact: Lyndsey Pomella, corporate travel manager (tel: 508-820-8688, fax 508-820-8620, Internet: lyndsey_pomella@idg.com); Paul Carlin, assistant /travel coordinator (tel: 508-820-8628, Internet: paul_carlin@idg.com, Internet mail for the department: idgtravel@idg.com)**

• **Mission**: Travel accounts for a company's third largest controllable expense. The Corporate Travel Department is dedicated to providing optimum service at an optimum price. The



SUPPORT SERVICE BUSINESS UNITS

department maximizes cost savings while ensuring that IDG employees who travel will be afforded reasonable services.

• **Scope of work**: The Corporate Travel Department, which falls under the direction of IDG Vice President of Corporate Services Marion Kibbee, oversees and manages IDG's in-house travel departments, currently facilitated by American Express, in San Francisco and Framingham. The Corporate Travel Department negotiates airline, car, hotel and ground transportation contracts with IDG's preferred vendors and is responsible for the implementation of IDG's Corporate Travel Policy. The department also assists with meeting planning, works with IDG's financial managers and is responsible for timely resolution of all travel-related issues.

INFORMATION SERVICES

- **Location: Framingham**
- **Number of employees: 20**
- **Key contact: Nancy Newkirk, director**
  (tel: 508-935-4562, fax: 508-424-4871,
  Internet: nancy_newkirk@idg.com
  IS Hotline: 1-800-391-7990)

• **Mission:** The Information Services Group is responsible for creating and maintaining systems and software to allow easy and efficient information gathering and sharing between the business units and IDG's administrative units.

• **Scope of work:** The IS group develops and supports various systems that track financial information such as billing, receivables, accounts payable, budgets, forecasts and general ledger for the IDG business units and U.S. operations. The IS group interacts with the business units to create and maintain the communication links necessary for these systems and for e-mail. They provide support for the local-area networks, desktop systems, Internet access and Lotus Notes applications for the Corporate Services group in Framingham, the Human Resources group in Framingham and the Corporate Support Center in Boston. They work closely with the Global Communications group to maintain the global e-mail and Lotus Notes network.

IDG PAPER SUPPLY CO.

- **Location: Framingham, Mass., with a satellite office in Nuneaton, U.K.**
- **Number of employees: 4**
- **Key contact: Charles Wemyss, president**
  (tel: 508-935-4144, fax: 508-935-4444,
  Internet: charles_wemyss@idg.com)

• **Mission:** To achieve cost savings in the procurement of paper for IDG's worldwide communications group through long-term contractual relationships with worldwide producers of pulp, paper and board.

• **Scope of work:** IDG Paper Supply Co. provides global services as they relate to the purchase and use of paper. This includes forecasting for budgets, sourcing of various paper qualities, placement and tracking of orders, follow through on damaged-paper claims, selling of obsolete paper, and the normal paper procurement services that one would otherwise have to go outside the IDG family to obtain.

TELECOMMUNICATIONS

- **Location: Framingham**
- **Number of employees: 2**
- **Key contacts: Jane Creighton, corporate director,**
  Earlene Sabin, telecom specialist
  (tel: 508-370-0881/0892, fax: 508-626-8112)

• **Mission/Scope of work:** IDG Telecom provides turnkey purchase, installation and remote support of software and hardware for 12 PBX and voice mail systems as well as mobile telephone purchase and service for U.S.-based operations. Faxes, copiers and modem purchases are also included. Staff can be reached 24 hours a day, seven days a week.

There are three ways in which IDG employees may receive Human Resources services and programs:

CORPORATE HUMAN RESOURCES (CHR)

- **Location: Framingham**
- **Number of employees: 15**
- **Key contact: Martha Stephens, vice president**
  (tel: 508-935-4568, fax: 508-935-4600, Internet:
  martha_stephens@idg.com)

• **Mission:** To enhance individual and organizational performance and enrich work life, Corporate Human Resources provides the overall HR strategy for IDG via a highly decentralized HR structure.

• **Scope of work:** CHR designs and implements programs and human resources services that touch the vast majority of IDG employees around the world. The Executive Committee, business unit presidents, country managers, business unit human resources and HRSD are the division's key clients. Among its re-

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sponsibilities: IDG-wide employee educational programs such as the IDG Institute, Publishing Institute, Market Intelligence Briefing Sessions, consulting support for Sales Training, Global Fellowship Program for IDG employee exchanges; support for executive recruitment; compensation consulting and design of executive compensation and benefit plans worldwide; managing internship programs; providing communication tools to employees that include the worldwide Employee Survey, Employee Handbook, Managers Guidelines, and benefits and ESOP statements; consulting to the Executive Committee, business unit presidents, HRSD and business unit HR; assisting country managers on a wide variety of HR programs including the European Publishing Institute, Latin American Publishing Institute, China Publishing Institute and multinational benefits pooling; overseeing IDG's U.S. benefits programs; processing U.S.-based payrolls; and maintaining a database containing payroll and personnel information for all U.S. employees.

HUMAN RESOURCES SERVICES DIVISION (HRSD)

- **Location: Framingham**
- **Number of employees: 8**
- **Key contact: Patty Reilly, director (tel: 508-935-4734, fax: 508-935-4600, Internet: patty_reilly@idg.com)**

• **Mission:** To maximize business performance by increasing the overall effectiveness and productivity of individuals and the organization as a whole.

• **Scope of work:** The IDG Human Resources Services Division provides HR services on an annually contracted basis to the 17 East and West Coast business units that do not have their own, on-staff HR departments. Each client business unit is assigned an HR manager or HR representative who provides cost-effective, creative management solutions to the human resource challenges facing each organization. Some of these services include: recruiting, new employee orientation and assimilation, employee relations, performance management, organizational development, management consulting, compensation planning and administration, benefits counseling, HR administration and legal compliance. HRSD also manages the Training Department that includes: training consulting, the East Coast Collaborative Training program, Employee Assistance Program and the Partnership Group.

BUSINESS UNIT HUMAN RESOURCES

- **Number of employees: 40**
- **Key contacts: Located at various U.S. business units**

• **Mission/scope of work:** Business Unit Human Resources shares the same mission/scope of work and provides services similar to those of HRSD. The key difference is that the HR vice presidents, directors, representatives, and administrators report to the president of the business unit they support.

IDG ASIA BUSINESS DEVELOPMENT

- **U.S. locations: Boston and San Mateo, Calif.**
- **Established: 1993**
- **Number of employees: 50 worldwide**
- **Key contact: Hugo Shong, managing director (tel: 617-534-1239, 415-286-2791, fax: 617-236-4276, Internet: hugo_shong@idg.com)**

• **Mission:** 1) To serve as the gateway for international clients to the marketing and information power of IDG in Asia. 2) To coordinate IDG's resources in Asia to provide international clients with business solutions for success. 3) To help business units in Asia grow their business. 4) To assist the chairman and the Executive Committee with new project evaluation and new investments and commitments in Asia.

• **Scope of work:** IDG Asia has offices in Beijing, Shenzhen, Shanghai, Singapore and Hong Kong and works closely with the IMS divisions in Taiwan, Singapore and Japan as well as IDG World Expo/Asia, to service multinational advertisers' headquarters needs. IDG Asia also offers consultancy, research, custom publishing, direct marketing, media monitoring, production and translation services in various Asian countries.

The IDG Asia team works closely with IDG Marketing Services' directors of national accounts in the U.S. to help IDG's major clients with marketing planning and programs. Examples of events IDG Asia has helped facilitate include the IBM 0S/2 Warp launch events in Beijing and Shanghai, Novell's Brainshare Event in Beijing, and Bill Gates' first speech in Hong Kong.

The IDG Asia team also works closely with business units in Asia to grow their revenues by introducing clients to them for ad campaigns or for participation in their tradeshows. For example, IDG Asia helped design a special ad campaign for nine IDG publications in China during Computer Associates Chairman Charles Wang's visit to China. The division also helps business units launch new products. For example, IDG Asia worked with IDG World Expo/Asia to launch Vietnam Computerworld Expo, Information Superhighway Summit in Singapore and the upcoming Comdex China '97.

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IDG GLOBAL COMMUNICATIONS GROUP
- **Location: San Mateo, Calif.**
- **Number of employees: 5**
- **Key Contact: Jeff DeBalko, president, (tel: 415-524-5705, fax: 415-524-5730, Internet: jeff_debalko@idg.com), Diana Garza, operations/ support manager, (tel: 415-524-5701, fax: 415-524-5730, Internet: diana_garza@idg.com)**

• **Mission:** To develop a comprehensive global IT infrastructure that will enable IDG business units to effectively leverage common technology and information resources in order to increase productivity and profitability throughout the company.

• **Scope of work:** The Global Communications Group has five core objectives: 1) Implement a managed global network and e-mail infrastructure. 2) Develop and deploy global and corporate applications via our "IDG Central" Web site and Lotus Notes. 3) Promote IDG corporate as a technology leader. 4) Act as a technology "conduit" between business units. 5) Evaluate new technology for global use.

The Global Communications Group works closely with the IDG Information Systems Department to support IDG's global technology initiatives.

IDG LIST SERVICES
- **Location: Framingham**
- **Number of employees: 10**
- **Established: 1987**
- **Key Contact: Deb Goldstein, president (tel: 508-370-0820, fax: 508-370-0020)**

• **Mission:** To serve the direct marketing community by providing quality list management and brokerage services in an efficient and timely manner.

• **Scope of work:** IDG List Services is a full-service list management and brokerage company that specializes in the computer-related/IT market. List Services manages 19 IDG lists as well as three outside lists. It is also a centralized service that provides list information, advice and negotiations among all the IDG business units. The company started a brokerage division in February 1995 that provides a strategic partnership to mailers. This includes list research, direct mail consulting, order processing and follow-up to IDG and outside clients.

IDG MARKETING SERVICES
- **Locations: Beijing, Framingham, Hong Kong, Miami, Munich, Paris, San Francisco, Singapore, Staines (U.K.), Stamford, Conn., Taiwan, Tokyo**
- **Established: 1991**
- **Number of employees: 65**
- **Key contact: Peter Horan, president (tel: 415- 676-3010, fax: 415-705-6421, peter_horan@idg.com); office telephone numbers:**

Beijing: 8610-6857-3109
Framingham: 508-879-0700
Hong Kong: 852-2-527-9338
Miami: 305-262-5858
Munich: 49-89-360-86-299
Paris: 33-1-49-04-7900
San Francisco: 415-676-3000
Singapore: 65-345-8383
Staines: 44-1784-210210
Taiwan: 886-2-501-9501
Tokyo: 81-3-3222-6465

• **Mission**: IDG Marketing Services has three primary roles: 1) Execute account programs that represent collective IDG solutions to top account marketing challenges and drive incremental revenue to IDG business units. 2) Generate multi-country international advertising sales from IMS hub offices. 3) Generate an awareness of IDG as the world's leading IT media, research and exposition company through a highly targeted corporate marketing program.

• **Scope of work**: The account programs aim to increase IDG's market share and overall revenue by developing and sustaining high-level regional and global relationships with IDG's top accounts. The IMS account representatives draw on knowledge of the account's market, in-depth understanding of IDG's offerings, and extensive communication with representatives from throughout IDG to provide an integrated package to meet the account's specific marketing objectives.

Through international sales programs, IMS assists IT vendors wishing to enter new markets by offering one-stop global marketing communications access. In addition to preparing customized advertising packages, IMS works as a consultant to provide market research, locate distribution opportunities and develop international marketing strategies. By centralizing global media programs through IMS, clients can avail themselves

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of significant savings through IDG's global discount programs.

The IMS Marketing Program primarily targets the individuals who control the marketing budgets of IDG's largest customers. The goal is to convince these people of the superiority of IDG's family of companies. Key IMS marketing vehicles include the "Buying IT in the '90s" research series; events like the IDG Global Summit and IDG Cafe at Comdex; collateral material featuring the range of IDG products and services; the IDG corporate World Wide Web site; and advertising. IMS Marketing also directs IDG's public relations effort.

IDG RESEARCH SERVICES GROUP

- **Locations: Framingham and San Francisco**
- **Established: 1987**
- **Number of employees: 21**
- **Key contacts: Kathy Dinneen, president (tel: 508-370-0850, fax: 508-370-0020, Internet: kathy_dinneen@idg.com), Gary Rocchio, vice president/director of research (tel: 415-982-0263, fax: 415-982-1702, internet: gary_rocchio@idg.com),**

• **Mission:** IDG Research Services Group provides a wide variety of primary and secondary research services to IDG business units. In recent years the group has expanded its primary research customer base beyond IDG business units to include vendors of information technology products and services, advertising agencies, exposition and trade show companies, and noncompetitive publishing companies.

Primary Research Services: IDG Research Services Group offers expertise in the design, management and conduct of advertising, publishing, trade show and information technology-related primary research studies. Types of studies conducted by the primary research group include reader profile studies, editorial tracking and product comparison studies, advertising and company recall/awareness studies, brand preference and buying intention studies, product and technology studies, corporate image studies, and employee and customer satisfaction studies.

Secondary Research Services: IDG Research Services Group also provides a variety of secondary research services to IDG business units, including the development of information technology market briefs, computer industry inquiries, syndicated media study analysis, competitive publication monitoring, and advertising tracking. IDG Research Services Group also produces the weekly *Competitive Update* newsletter.

INTERNATIONAL PUBLISHING SERVICES

- **Location: Boston**
- **Number of employees: 33 (including News Service correspondents)**
- **Key contact: David Hill, president (tel: 617-423-9030, fax: 617-423-0712, Lotus Notes: David Hill, Internet: david_hill@idg.com)**

Licensing

• **Key contacts:** David Hill, president (tel: 617-423-0534), Tim Clarke, vice president of licensing (tel: 617-423-0237, Lotus Notes: Tim Clarke, Internet: tim_clarke@idg.com

• **Mission:** To support and deepen IDG's existing licensing relationships around the world by providing licensees access to the broad range of IDG resources. In markets where IDG titles are not yet produced, the staff seeks licensing relationships for IDG with strong local publishers as those markets become large enough to support one or more IDG products.

• **Scope of work:** The highest growth in IT over the past few years, and projected over the next decade, is in smaller markets around the world. Licensing aims to provide vehicles for IDG's customers seeking to promote and sell their products in these high-growth markets. IDG-licensed publications provide valuable editorial coverage and serve as reliable advertising vehicles for our customers' products.

IDG News Service

• **Established:** 1984

• **Key contact:** Rob Garretson, editor-in -chief (tel: 617-423-1052, fax: 617-423-0240, Lotus Notes: Rob Garretson, Internet: rob_garretson@idg.com)

• **Mission:** To be the world's leading real-time source of global IT news, features, commentary and editorial resources that provide a competitive advantage to IDG publications worldwide.

• **Scope of work:** Each week more than 350 stories generated by participating IDG publications and an international network of News Service correspondents (London, Paris, Brussels, Munich, Rome, Moscow, Taipei, Tokyo, Hong Kong, Boston New York and San Francisco) are transmitted online to publishing business units worldwide. News Service editors edit and transmit copy within hours of its arrival at the Boston newsroom and the Paris and Hong Kong bureaus six days per week. The News Service feed is available via the corporate Lotus

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Notes network or on a private, password-protected Web site, IDGNS.com. In addition to daily reporting from key IT markets around the world, the News Service correspondents are available to all IDG publications for special reporting projects such as helping produce global supplements or adding international reporting to staff-written stories.

IDG World Update

- **Established:** 1970. Brought under IPS wing in 1990.
- **Key contacts:** Penny Winn, editor (tel: 617-423-0406), Patricia Smith, editor (tel: 617-423-0527), Lori Montemurro, assistant editor (tel: 617-423-0241), fax: 617-423-0712, Internet: world_update@idg.com
- **Mission:** To report on IDG activities around the world via a weekly employee newsletter, thereby fostering a sense of corporate identity and facilitating synergies among IDG business units.
- **Scope of work:** The *IDG World Update* staff works to develop relationships with IDG's worldwide business units in an effort to facilitate the flow of information to its office and, in turn, distribute news and feature stories about IDG and IDG employees. The staff is responsible for all aspects of producing the newsletter — from gathering news, writing articles and taking photographs to desktop publishing and managing the mailing lists. Employees with story ideas and suggestions for *World Update* are encouraged to contact the staff.

IDG'S 10 CORPORATE VALUES

To ensure the highest quality of products and services, as well as the satisfaction and well-being of the employees who work within the IDG family of companies, IDG founded its business on a number of basic principles. IDG strives to uphold the following fundamental values:

- **To remain dedicated to our mission of providing exceptional information services on information technology.**
- **To show respect for the dignity of each individual.**
- **To invest in our people through training and career development.**
- **To produce products of the highest quality.**
- **To provide excellent customer service.**
- **To keep close to our customers and qualified prospects.**
- **To be responsive to changes in the marketplace.**
- **To keep our corporate staff lean.**
- **To encourage autonomy through locally managed business units.**
- **To foster an action-oriented, *let's try it* attitude.**

ITRIVIA

Test your powers of retention! The answers to the following questions are all contained in this special issue of *IDG World Update*. (Some may require a little digging, but they're in there!) An official *IDG World Update* sweatshirt awaits the person whose entry is selected in a random drawing from among all correct entries received by Tuesday, Feb. 4. Send your answers via e-mail (world_update@idg.com) or fax: 617-423-0712. Have fun and good luck!

1. **What is the URL for IDG Newsletters Corp.'s TipWorld?**
2. **What three titles are published by IDG's joint venture company in Bulgaria?**
3. **Who is the contact person at the Global Web Support Center?**
4. **IDG Books Worldwide's books are currently translated into how many different languages?**
5. **Name the three shows produced by IDG World Expo/Japan in 1996.**
6. **Name four shows produced by MHA Event Management on behalf of IDG.**
7. **Where is Event Travel Services located?**
8. **In how many countries does ExecuTrain do business?**
9. **Name two of the primary focuses of the President's Office at the IDG Corporate Support Center.**
10. **What year was IDC established?**
11. **In how many locations does IDG Marketing Services have operations?**
12. **What business unit has primary responsibility for licensing IDG's titles around the world?**

Name: ______________ **Business unit:** ______________ **Fax or e-mail:** ______________

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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PERSISTENCE PAYS OFF AS HUNGARIAN JOURNALIST LANDS INTERVIEW WITH IBM CEO
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ONLINE: IDG CHAIRMAN PAT McGOVERN STEPS UP TO THE PLATE
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EMPLOYEE PHOTO CALENDAR CONTEST RUNNERS-UP ON DISPLAY
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDC EECE Hosts Annual Research Summit in Turkey

FRONT LEFT TO BACK LEFT: ANDRZEJ JAROSZ, IDC POLAND; CHRISTO GEORGIEV, *IDC Bulgaria;* ***Karel Hellebrand****, IDC Czech Republic;* ***Mediha Gramos****, IDC Turkey;* ***Philippe De Marcillac****, IDC Europe;* ***Steven Frantzen****, IDC EECE; and* ***Hakan Kaynaroglu****, IDC Turkey. Front right to back right:* ***Drew Weeks****, IDC EECE;* ***Frank Ehrenreich****, IDC EECE;* ***Nick Kaufmann****, IDC EECE;* ***Esra Basoglu****, IDC Turkey;* ***Zsolt Varkonyi****, IDC Hungary,* ***Robert Farish****, IDC Russia;* ***Erich Progent****, IDC EECE; and* ***Boris Zitnik****, IDC Croatia.*

IDC East/East Central Europe recently held its annual Research Summit meeting in Istanbul, Turkey.

Topics for the December meeting included an overview of the previous year's results for the group, a discussion of plans for FY97 and thoughts on the ongoing efforts to expand both infrastructure and coverage in the region.

Specifically, the items discussed during the two-day meeting included:

- 130% revenue growth in FY96.
- 55 country and regional IT market reports produced in 1996 (excluding consulting projects).
- Addition of five new employees in 1996.
- Russian country market office added in FY96.
- Reentering the Croatian market in FY97.

• CONTINUED PAGE 11 •

Web-Only *NC World* Targets Emerging World of Network Computing

Building on the success of its first three Web magazines, Web Publishing, Inc. last month announced its latest Web publication, *NC World*, which will cover the emerging world of network computing.

The NC, conceptually a low-cost computer system designed to leverage the fact of being connected to networks, including the Internet and corporate intranets, has been announced in various forms by leading computer industry vendors such as Oracle, Sun and IBM.

Supporters predict NCs have the potential to change the face of enterprise computing by making real the long-awaited promise of distributed computing.

According to **Michael McCarthy**, President of Web Publishing, Inc., the Web-only magazine *NC World* will address the information needs of corporate IS professionals who need to keep abreast of new products, techniques and issues in this new market, which is expected to have its greatest early impact on corporate intranets.

The new magazine will be the herald of information in this emerging industry,

• CONTINUED PAGE 2 •

IN BRIEF

CW Hungary Editor Corrals Gerstner for Exclusive Chat

COMPUTERWORLD SZÁMÍTÁSTECHNIKA EDITOR-IN-CHIEF *Sandor Mester* *(center) interviews IBM Chairman and CEO Louis Gerstner after an award ceremony in Budapest.*

Computerworld Számítástechnika Editor-in-Chief **Sandor Mester** doesn't take "no" for an answer, at least when it comes to pursuing interviews. The veteran IDG Hungary journalist had wanted to interview IBM Chairman and CEO Louis Gerstner ever since Gerstner took the IBM helm three-and-a-half years ago, but Gerstner had proven elusive.

Toward the end of a two-week European trip last fall, Gerstner visited Budapest to receive an award from the John von Neumann Computer Science Society. IBM's public relations staff told journalists that, as with most past stops on his recent European tour, Gerstner would not grant interviews, and he did not want his acceptance speech to be filmed.

After the ceremony ended, Gerstner asked for a glass of water before he left the hall. As he waited, Mester edged over, identified himself, and asked if he would answer a couple of questions. Whether it was the boldness of the approach, his IDG connection or his Hungarian background, Mester isn't sure, but Gerstner agreed, with a smile, to an on-the-spot, two-question interview.

Mester also happened to have with him a cameraman from the Hungarian Television computer show. Mester hosts a segment of that show, and Gerstner allowed the camera to roll. The segment with the interview aired at the end of November. IBM staff from the Vienna office begged for a copy of the tape, since it represented a rare Gerstner interview in Europe.

An IBM spokeswoman, stunned that Gerstner had been so receptive to questions, said, "Sandor, it's O.K. that you talked to him, but what can I tell all the other journalists?" Mester replied, "It is not my problem."

End of interview. 🖳

NC WORLD

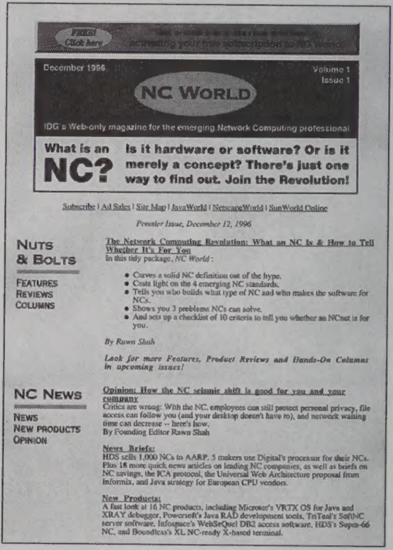
continued from page 1

said Rawn Shah, who has been named founding editor. Topics will range from technical articles on the internals of NC architectures to executive-level industry and market overviews. Searchable listings of new product announcements, links to relevant resources on the Internet, and features and columns with practical advice, product reviews, and hands-on guidance of value to implementers and their managers, round out the picture.

Officially launched Dec. 12 at Internet World Expo '96 in New York, *NC World* will initially be carried as what its publishers call "the first virtual insert" into WPI's other publications, *JavaWorld*, *NetscapeWorld* and *SunWorld*; together these publications cover news and information of use to Java programming professionals, Web developers and Unix professionals. *NC World* will appear as a stand-alone publication with its February issue. Its URL will be http://www.ncworldmag.com.

Advertising-supported publication

NC World will be an advertising-supported monthly magazine with mid-month updates, according to **Colette McMullen**, group publisher. Access is free; subscribers who fill out a detailed demographic form are sent e-mail alerts of new articles.



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December 1996

Volume 1
Issue 1

NC WORLD

IDG's Web-only magazine for the emerging Network Computing professional

What is an NC? Is it hardware or software? Or is it merely a concept? There's just one way to find out. Join the Revolution!

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Premier Issue, December 12, 1996

NUTS & BOLTS
FEATURES
REVIEWS
COLUMNS

The Network Computing Revolution: What an NC Is & How to Tell Whether It's For You
In this tidy package, *NC World*:

- Carves a solid NC definition out of the hype.
- Casts light on the 4 emerging NC standards.
- Tells you who builds what type of NC and who makes the software for NCs.
- Shows you 3 problems NCs can solve.
- And sets up a checklist of 10 criteria to tell you whether an NCnet is for you.

By Rawn Shah

Look for more Features, Product Reviews and Hands-On Columns in upcoming issues!

NC NEWS
NEWS
NEW PRODUCTS
OPINION

Opinion: How the NC seismic shift is good for you and your company
Critics are wrong: With the NC, employees can still protect personal privacy, file access can follow you (and your desktop doesn't have to), and network waiting time can decrease -- here's how.
By Founding Editor Rawn Shah

News Briefs:
HDS sells 1,000 NCs to AARP. 5 makers use Digital's processor for their NCs. Plus 18 more quick news articles on leading NC companies, as well as briefs on NC savings, the ICA protocol, the Universal Web Architecture proposal from Informix, and Java strategy for European CPU vendors.

New Products:
A fast look at 16 NC products, including Microtec's VRTX OS for Java and XRAY debugger, Powersoft's Java RAD development tools, TriTeal's SoftNC server software, Infospace's WebSeQuel DB2 access software, HDS's Super-66 NC, and Boundless's XL NC-ready X-based terminal.

Rawn Shah is vice president and principal of Tucson, Ariz.-based RTD Systems and Networking, Inc. He is a veteran contributing editor and columnist for *SunWorld* and for *JavaWorld*, has written several books on the Internet and has been following the evolution of the NC concept since its inception last year.

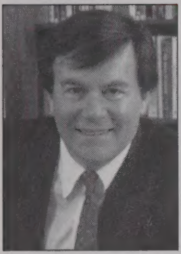
Shah is joined by Editor-in-Chief **Kane Scarlett** of San Francisco, a Web publishing expert who was formerly managing editor of *SunWorld Magazine*.

WPI was founded in May 1995 to create and launch *SunWorld Online*, the Web-only heir to the late paper-based *SunWorld/Advanced Systems* magazines.

WPI launched its second magazine, *JavaWorld*, last February. *JavaWorld* has since grown to 80,000 readers, half a million page views per month and has been profitable on advertising sales alone since October — *JavaWorld* is believed to be the first computer magazine on the Web to become profitable (and perhaps the first profitable Web magazine of any kind).

NetscapeWorld was launched in March; it currently has 50,000 readers. 🖳

ON LINE



PAT McGOVERN

IDG's chairman is this week's columnist.

Q How far ahead do you personally envision IDG's future? Do you have an idea of what the company might look like 10 or 20 years from now?

A At IDG's annual Worldwide Managers Meeting, I have been making 25-year forecasts of the growth in the information technology market and of the growth in the IT information and marketing communications (marcomm) market that IDG services, the annual revenue of IDG during that time and some predictions about the structure of IDG in 25 years. At the most recent meeting, I forecasted that annual spending for IT products, services and information will grow from $650 billion in 1996 to $3,400 billion in the year 2020. The IT information and marcomm market I forecasted will grow from $28 billion in 1996 to $400 billion in 2020.

I predicted that the growth in spending for IT information would be much faster than the growth in marcomm (advertising, publicity, etc.), and by 2020, 80% of the spending in the market we serve would be to purchase information needed by users of IT, and only 20% would be for marcomm. I forecasted that IDG would grow from an annual revenue of $1.7 billion in 1996 to $36 billion in 2020. And, I predicted that IDG would have 150-200 business units in 2020 supplying information to 660 million people. I foresaw that 20-30 of these business units would be listed on a stock exchange, and the annual growth in corporate value of IDG between 1996 and 2020 would be 20% per year.

What do you think is the future of Comdex? Sixteen years ago when the National Computer Conference still reigned, Comdex was a relatively small dealer show. The NCC faded into history by the mid-80s. Can Comdex keep going indefinitely?

Any exposition has a life cycle that reflects the market it serves. When the computer industry sold directly to the computer user, the NCC was the marketplace where corporate buyers met with IT marketing executives to get briefed on new products and technology directions. When the computer industry began to use computer dealers and distributors in lieu of direct sales, Comdex became the place where the industry could meet resellers and dealers to show new products and talk about merchandising plans. Now computer distribution is moving from dealers and distributors to electronic networks where the sellers deal directly again with the user as a direct buyer. Therefore, it is likely that Comdex will significantly decline over the next few years and be replaced by expositions focusing on giving demonstrations of products to buyers who will place their order directly with the product producer via an electronic transaction. And, shows that stimulate the development of this new way of doing business, such as IDG's Internet Commerce Expo, will become quite successful.

Given the increasingly unstable, and in many cases dangerous, business environment in Russia, has IDG altered its plans for doing business in that country, at least for the short-term?

IDG's mission is to help improve the quality of life for people throughout the world by providing the most timely and useful information on information technology. We are committed to providing such information to the people in Russia. However, in light of the current business conditions, we feel it is not wise for IDG to make direct investments in Russia at this time. Therefore, we have sold our direct ownership in ICE in Russia to an established publishing company and are licensing our principal computer publications to that company. Therefore, we now publish *Computerworld Russia*, *PC World Russia*, *Seti* (Network World), *Publish* and *CIO Russia* magazine through publication licensees in Russia.

Does IDG do one-, two- or three-year annual plans during its yearly budgeting cycle?

IDG business units prepare three-year plans and budgets. We know that we serve rapidly changing and fast-growing markets. So, these annual plans make allowance for the funding of new projects, the nature of which cannot be definitely determined when the three-year budget plans are being prepared. This allows our operating companies to have resources available to undertake the development of new projects from funds already within their operating budgets.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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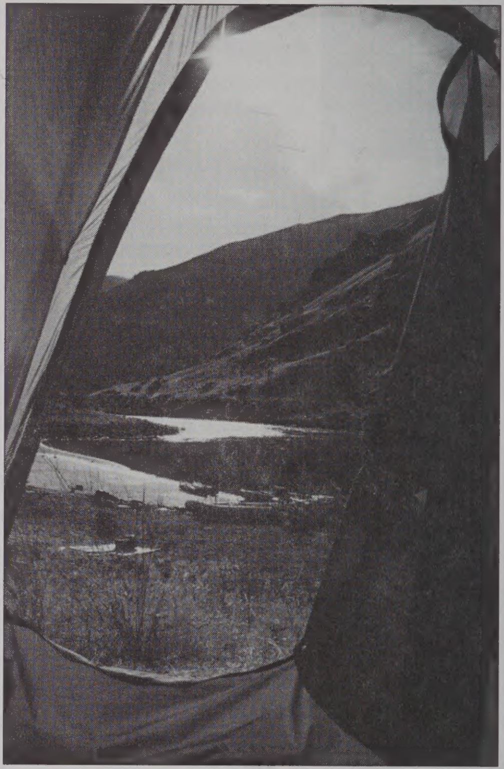
Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

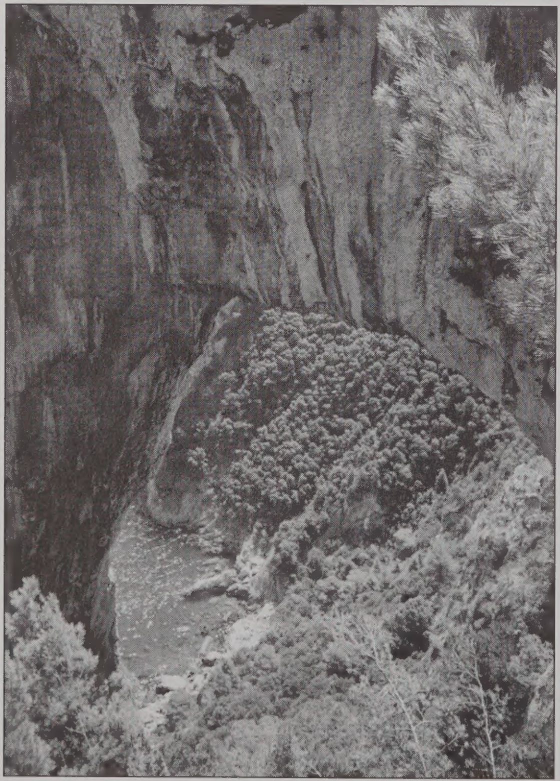
AND THE RUNNERS UP ARE...

This year's employee photo calendar contest generated such an outstanding crop of entries that we couldn't stop with showcasing just 12. The following pages contain some of the photos that caught the eye(s) of the judges but fell victim to the constraints of the Julian calendar. Enjoy!

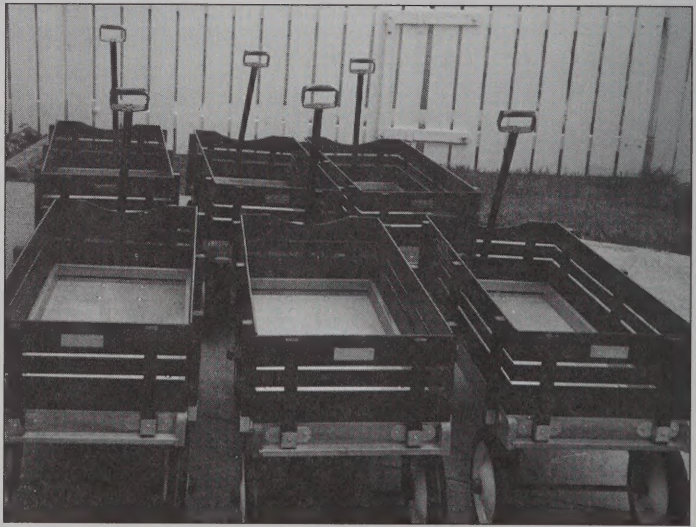
"NATURAL SHELTER"
***Angie Hunckler**, graphics technician*
IDG Books Worldwide



"TENT WITH A VIEW"
***Joan McNeil**, manager of*
administrative operations
IDG Newsletter Corp.



"NATURAL ARCH, CAPRI"
***Daniela Toson**, production department*
IDC Italia



"REMEMBERING RED WAGONS"
***Cheryl Knapp**, operations technician*
IDG Books Worldwide

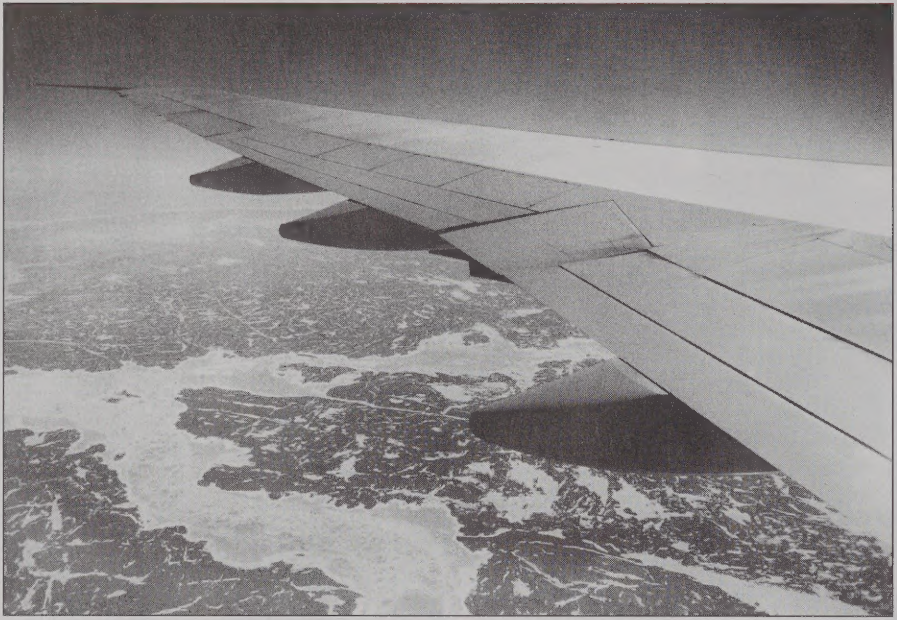
"CLOUDSCAPE"
***Michael Welch**, senior copy editor*
IDG Books Worldwide

"INTO THE CLOUDS" (GOLDEN GATE BRIDGE)
***Lorraine Cosgrove**, senior research analyst*
IDC

"WHERE'S THE BULL?"
***Tom Mathews**, director,*
corporate/international
HR programs
IDG

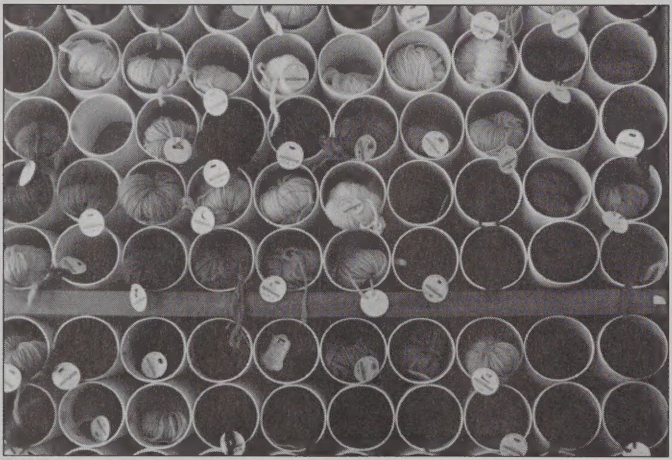
"MOMENT OF JOY, AFGHANISTAN"
Yasmin Nurmohamed, editorial assistant
InfoWorld Netherlands

"FREAK CLOUD FORMATION"
Vibeke Whitehead
IDG New Zealand



"POLAR ROUTE"
Laura Ajello*, production coordinator*
Web Publishing Inc.

"COURTYARD GALLERY AT BADSHAHI MOSQUE, LAHORE, PAKISTAN"
Tim Clarke*, VP licensing, IPS*



"CRAFT SHOP IN VERMONT"
Anne Stuart*, senior editor*
CIO Communications

"TAOS PUEBLO," ***Peter Fabris****, staff writer, CIO Communications*

"BO'S VIEW, COPENHAGEN"
Sara Shay*, copy editor*
CIO Communications

IDG

Job Opportunities
Monday, January 13, 1997

Account Executive (CW)
Computerworld is looking for an Account Executive to sell advertising space in the back of the book. The candidate in this position will be responsible for prospecting and maintaining advertising space for the Marketplace section. 1-3 years related sales experience preferred. PC and communication skills a must, and the ability to work in a fast paced environment. Some travel and knowledge of the computer industry required. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Office Services Manager (MAC/PCW)
This candidate will be responsible for the day to day management of the Office Services Department. He/she will give appropriate attention to the organization's expectations regarding future operations. Responsibilities will include providing services to staff assuring the provision of adequate mail, reception, and office service related functions. This position requires excellent customer service, organizational, and time management skills, with a minimum of 1-2 years management experience in an office services environment. ***Location: San Francisco, CA***
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: marisa_chow@macworld.com

Associate Editor (CIO)
You will be responsible for: editing copy for content, organization, clarity, and completeness; working closely with in-house and freelance writers on story development, direction, and focus; assisting in the idea-generation process and writing occasional short items. Ideal candidates will possess a college degree and three years of feature editing experience.
Location: Framingham, MA
Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

Sales Assistant (CIO)
In this position, you will provide administrative support to the Framingham Sales Office. Responsibilities include media kit assembly and mailing, travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. This job also includes heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. Ideal candidates will have Apple computer experience and 2-3 years business experience. College degree required. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Fulfillment Assistant (CW)
Computerworld is looking for a Fulfillment Assistant. This is a customer service/fulfillment support position. The successful candidate will be detail oriented and comfortable working independently. The ability and proven experience to make decisions in the area of customer service is a must. PC proficiency necessary including knowledge of word processing and spreadsheet applications. Strong written and oral communication skills are necessary. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Consulting Manager, Services Research (IDC)
This position is a project manager for custom consulting projects covering the services industry. The projects include market and competitive analysis, market sizing and forecasting, project and technology assessments, user requirements, business and market plan development, entry and growth strategies. Skills and experience required include: strong project management skills, computer industry analyst and/or market consulting experience, MBA preferred, entrepreneurial and a high sense of responsibility. ***Location: Framingham, MA***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com@internet

Senior Analyst, Latin America (IDC)

The Senior Research Analyst will be responsible for market analysis and forecasting for Latin American quarterly market tracking research on personal computer, printer, and server markets. The individual will work closely with IDC Latin America Researchers and country offices. Position may involve travel in the US and Latin America. Strong proficiency in Spanish and/or Portuguese, and experience working in Latin America is required. ***Location: Coral Gables, FL***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com@internet

Sr. Analyst, PC Channels (IDC)

As a Senior Analyst, you will be responsible for quantifying the value of all indirect distribution channels associated with Personal Systems. Other job responsibilities will include developing analytical profiles of major PC vendors and their channel partners, writing research reports about major market trends, speaking at numerous IDC and industry events, and participating in related consulting projects. To succeed, you must be an efficient writer, have excellent customer service skills, and be an effective speaker. ***Location: Framingham, MA***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com@internet

Sr. Analyst, Workstation, Server, and Storage Dist. Channels (IDC)

We seek an aggressive, practiced, and polished individual to lead IDC's efforts researching systems and storage distribution channels. As a Senior Analyst, you will be responsible for quantifying the value of all indirect distribution channels associated with midrange and PC servers, workstations, and storage devices. Other job responsibilities will include developing analytical profiles of major computer hardware vendors and their channel partners, writing research reports about major market trends, speaking at numerous IDC and industry events, and participating in related consulting projects. ***Location: Framingham, MA***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com@internet

Manager of Business Development, Latin America (IDC)

The Business Development Manager will work with IDC analysts and sales to help expose customers and prospects to Latin America research products, and will facilitate the closure of new business and renewals. The Manager will produce consulting proposals as needed, and spend 60%-80% of the time meeting with IDC customers and prospects on behalf of coordinated efforts by IDC Latin America staff, IDC sales, and IDC Country Offices. Strong proficiency in Spanish and/or Portuguese, and experience working in Latin America is required. ***Location: Coral Gables, FL***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com@internet

Database Administrator (IDC)

We need a special individual who combines strong interpersonal and team skills with first class technical abilities. The selected candidate will use their abilities as a team player to deliver customer driven solutions. Verbal and written communication skills will be crucial to success. On the technical side, we are looking for a DBA with at least three years dedicated experience in relational database environments with primary responsibility for conceptual and physical design, E-R modeling, Transact-SQL, development and testing of stored procedures, triggers, etc. Extensive experience with MS-SQL Server is essential. Deployment of multiple mission-critical client server applications in a WAN environment will be a key to being selected. Experience integrating relational systems with Lotus Notes a plus. BS in Computer Science or related field required.
Location: Framingham, MA
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com@internet

Administrative Assistant, Temporary (IDG Global Comm.)

The Administrative Assistant is responsible for providing clerical and administrative support to the IDG Global Communications staff and will report to the Operation/Support Manager. Responsibilities include: general office duties, mail distribution, answering phones, filing, faxing, organizing staff meetings. In addition, assisting with purchasing, paying invoices, and billing. The person in this position should have excellent interpersonal skills be incredibly resourceful, highly organized, have strong PC skills and a working knowledge of MS Word, Excel, and email. This position is a temporary position with the possibility of turning into a permanent position. 30-40 hours a week (hours are flexible), no benefits.
Location: San Mateo, CA
Contact: D. Garza, Fax: 415-524-5730, Phone: 415-524-5701, Email: diana_garza@idg.com

Director of Marketing (IMS)

Responsibilities will include developing sales presentations, managing IDG web site content, directing customer event agenda development, and helping advance IDG messaging across all marketing vehicles. Management experience, superior analytical and communication skills, and strong marketing background required. MBA preferred. ***Location: San Francisco, CA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Customer Service Specialist (PCW)

Primary responsibilities are to handle customer service inquiries and provide some clerical support to a fast-paced Circulation department. Must be computer literate on the IBM PC or compatible (MS Word experience preferred). Must have excellent written and verbal communications skills as well as exceptional phone skills. Be highly organized, flexible, and able to juggle multiple tasks simultaneously. ***Location: San Francisco, CA***

Contact: D. Cobb, Fax: 415-442-1891, Phone: 415-987-3255, Email: david_cobb@pcworld.com

Editorial Assistant, Reviews (PCW)

Job consists primarily of ordering products and assisting with research and planning for PC World's popular Top 20 and Top 10 reviews, assisting with our editorial projects as necessary, and supervising pricing for the Top 20 reviews. Editorial Assistant will also have a chance to follow a couple of assigned beats and write and edit hardware and software reviews as schedule permits. Strong editorial skills, with a BA in English/Journalism or equivalent experience. Magazine writing and editing experience preferable. Working knowledge of PC products a plus. Proven ability to manage products and meet deadlines. Excellent communications skills both written and verbal. ***Location: San Francisco, CA***

Contact: R. Farrance, Fax: 415-442-1891, Phone: 415-442-1891, Email: rex_farrance@pcworld.com

Applications Developer (PCW/Online)

Database setup, development and maintenance for on-line production. Automation of tasks via scripts and programming. Development of on-line applications. Familiarity with Access, Oracle, Oracle frontends, visual basic, and PERL. Knowledge of on-line Products, HTML and CGI. ***Location: San Francisco, CA***

Contact: N. Miller, Fax: 415-442-1891, Phone: 415-974-7338, Email: nancy_miller@pcworld.com

Marketing Coordinator (PCW/Online)

PC World Online Services Group is looking for a Marketing Coordinator to manage the trafficking placement, and billing of all on-line advertising, and to assist the Director of Marketing in the development and implementation of marketing, public relations, tradeshow, promotional advertising, newsletter, research, and other advertising sales supportive efforts for all on-line products. The Marketing Coordinator will be responsible for coordinating the implementation of all on-line advertising contracts, including project-, schedule-, and quality-management of ad programs; for managing and building ongoing relationships with on-line advertising clients; and for acting as the liaison between advertising clients and internal sales, marketing, operations, circulation and business development departments of PC World Online. ***Location: San Francisco, CA***

Contact: S. Danish, Fax: 415-975-2662, Phone: 415-978-3226, Email: scott_danish@pcworld.com

Marketing Communications Manager (PCW/WEB Magazine)

To implement marketing strategies and programs that support the position of the WEB Magazine in advertising community and the on-line marketplace. Capable of producing a variety of collateral pieces, monitoring multiple projects, with strong organization skills to work effectively in a rapidly adjusting market environment. ***Location: San Francisco, CA***

Contact: C. Smukler, Fax: 415-267-4558, Phone: 415-974-7394, Email: claudia_smukler@webmagazine.com

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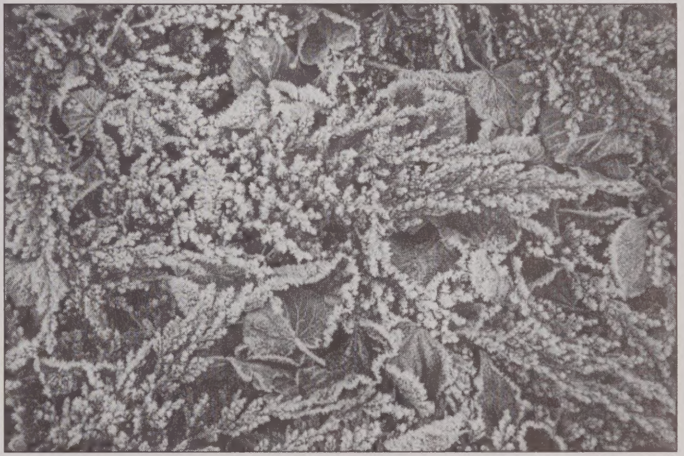
Places where you can find the complete list of job opportunities across IDG:

1. *Lotus Notes - Job Opportunities Database*
2. *IDG Central: http://globalidg.com (to request access, send an email to: globalcomm@idg.com)*
3. *IDG home page: http://www.idg.com*
4. *Job Hotline: East Coast ⇨ 508-935-4406 West Coast ⇨ 415-978-3100*
5. *January 27, 1997 edition of the World Update*

"SIDE STREET IN ACCO, NORTHERN ISRAEL"
***Marlene Charney**, sales rep*
Laurentian Technomedia, Inc.

"UH, OH..."
***Megan Boese,** HR administrator*
IDG Books Worldwide



"FROSTY COLORS"
***Bohdan Tetiva**, advertising manager*
IDG Czechoslovakia

"WHO'S YOUR WOMAN?"
***Phyllis Jean Beaty**, project coordinator*
IDG Books Worldwide

"BODEGA BAY, CALIFORNIA"
Diane Ajello, *accounting assistant*
IDG Central Services

"MAX ROACH"
Brian McMillen, *shipping supervisor*
IDG Books Worldwide

"SHADOW AND LIGHT"
Jaroslav Vydra, *editor-in-chief, Macworld,*
IDG Czechoslovakia

"WASHINGTON IN THE SPRING"
Kathleen Ohlson, *copy editor*
IDG News Service

No Scrooges at IDG this Christmas

Presents Don't Fall Far from the Giving Tree

Money might not grow on trees, but around Christmastime, presents just might start to sprout.

Well, not exactly. But the Giving Tree program is about as close as you can get. IDC, *Computerworld* and the IDG Corporate Support Center held Giving Tree programs to benefit children in need of a little extra Christmas spirit.

A Giving Tree works by putting the names of children supplied by local charities on tags on a Christmas tree. Employees then pick a name off the tree and buy a gift for that child.

IDC's program, joined by employees from *CIO* and *InfoWorld*'s Framingham-area office, helped 17 families, totaling 39 children. South Middlesex Opportunity Council (SMOC) in Framingham, which heads up the Headstart program, was the local charity that supplied the names.

Computerworld's program also benefited SMOC. **Judy Schultz,** production coordinator in the professional development division, organized the Giving Tree program with help from *CW* volunteers.

JUDY SCHULTZ

PRESENTS UNDER COMPUTERWORLD'S *Giving Tree to be donated to children from SMOC.*

In total, Schultz said *Computerworld* collected 150 gifts. Presents, such as grocery certificates, also went to the family as a whole. *Computerworld*'s program benefited 24 children from seven families.

The IDG Corporate Support Center gave out 25 presents to the Little Homes and Little Wanderers charity of Boston through its Giving Tree program.

Network World Makes It a Very Special Olympics

Network World kicked off the season of giving with its annual holiday fundraiser to benefit the Massachusetts Special Olympics and donated a total of $2,843 to the organization.

In a triathalon of its own, *Network World* held a series of events to raise money for the MetroWest area Massachusetts Special Olympics.

The MetroWest Special Olympics raises all its own funds to support more than 600 special athletes through fundraising events that pay for uniforms, equipment, transportation, training and competitions.

Network World raised $1,467 through its fund-raising events, which included a holiday breakfast hosted by the marketing department, a silent auction of holiday gifts donated by *Network World* employees and a sale of employee-made Christmas ornaments.

The money *Network World* raised was matched by IDG to make the total donation $2,843.

Computerworld West Coast Adds a Twist to Charitable Donations

Instead of fruitcakes and fruit baskets, *Computerworld's* West Coast sales division decided to thank its clients at the end of the year in a way that would help others too.

For the past three years, *Computerworld* has donated money to various charities in its clients' names. Rather then sending the clients gifts, *Computerworld* sends a postcard with a choice of four charitable organizations. The clients pick which organization they would like to have the money go to and mark it on the postcard.

Denise Hui, sales operations manager, said this year *Computerworld* donated a total of $8,000 to the following charities: Big Brothers/Big Sisters, Meals on Wheels, San Francisco AIDS Foundation and Second Harvest Food Bank.

Hui said the program is very popular among clients. "Every year the response from clients has been great," Hui said. "It has drawn the attention of many important clients throughout the years. A few sales calls have even begun with clients thanking us for the donation and saying that it was a terrific idea."

The gift donation began three years ago when the idea was proposed during a sales meeting. Not only has the program become popular with *Computerworld's* clients, but it gives the company an opportunity to give back to the community.

Presents As Far As the Eye Can See ...

Those East Coast-based employees who attended IDG's annual Christmas party in Boston probably saw the mountain of gifts piled on tables throughout the lobby of the Westin at Copley hotel.

Employees who attended the party were each asked to bring a gift to donate to charity.

Although she didn't have a precise count, **Judy Bonasoro**, administrative assistant at IDG's Corporate Support Center, estimates that roughly 500 gifts were donated to various charities. The Framingham Police Department picks up the presents and distributes them to charities in the area.

NOTEWORTHY

PROMOTIONS

Corey Cohen has been promoted to senior copy editor of *PC Games.* "Besides being a true team player, Corey has performed admirably not only with establishing and enforcing *PC Games* editorial style, but also in helping to make *PC Games* the best reading book in the business," said Editor **Steve Klett**.

Web Publishing, Inc. has announced that **Mark Cappel** has been named editor-in-chief of *NetscapeWorld.* Mark is the former editor-in-chief of *SunWorld Online.* "Mark's task is to take *NetscapeWorld* to the next level," said **Michael McCarthy**, president of WPI. "His experience and skills are perfect for this, as Mark and his staff virtually created the Web-based technical trade magazine."

Stephen Lawton, former editor-in-chief of *NetscapeWorld,* has been named editor-in-chief of *SunWorld Online.* "Stephen will bring to *SunWorld Online* the latest techniques we've learned by experimentation with *NetscapeWorld,*" said **Michael McCarthy**, president of WPI.

Colette McMullen, associate publisher and vice president of sales and marketing, has been named group publisher for Web Publishing, Inc. "Colette's promotion recognizes her strategic role in the business side of the *JavaWorld* launch and the *NetscapeWorld* turnaround and her contributions to the business side as we move forward with new launches and continued strong growth in our existing properties," said WPI President **Michael McCarthy**.

NEW EMPLOYEES

Seth Gano has been hired by *InfoWorld* as a technology analyst. He is working toward a network engineering certificate at the University of California in Santa Cruz. He enjoys mountain biking, snowboarding, church and ceramics.

Mary Helen Stephens joins *InfoWorld* as a sales associate. She is a recent graduate of Vanderbilt University and has a B.S. in human and organizational development from the school.

ODESSA GUEVARA

KEPPLER

IDG Books welcomes four new employees. **Kay Keppler** has started as development editor in the Foster City office. Previously at Miller Freeman, Inc., Keppler was an editor of artificial intelligence magazines. She has an M.A. in journalism from the University of Wisconsin.

KELLIE DUNCAN

WALLACE

Robert Wallace has been hired as a production editor for Dummies Press in Indianapolis. He has a B.A. in English, humanities and philosophy from the University of Louisville. He is an avid reader and an outdoor enthusiast.

ODESSA GUEVARA

PISONI

Previously acquisitions manager with Waite Group Press, **Jill Pisoni** is a senior acquisitions editor at IDG Books in Foster City. She has a B.A. in English from the University of Michigan at Ann Arbor and enjoys movies, live performances and co-ed sports in her free time.

Kelli Beth Smith has started as an international sales manager in Indianapolis. She previously worked at Simon & Schuster International as an international marketing director and has a B.A. in journalism from Indiana University. She has been part of the Big Sisters/Little Sisters program for five years.

Kathline Piso has been hired by Event Travel Services as a corporate reservations manager. She previously worked as a corporate onsite agent with Fugazy Travel and is a graduate of the Travel School of America.

COLACICCO

Previously employed at Providian Bancorp, **Staci Colacicco** has started at Infotainment World as a receptionist/office services assistant. She enjoys attending basketball games to cheer on her favorite team, the Golden State Warriors.

GAFFANEY

Erin Gaffaney has been hired by GamePro Media Group as a marketing manager. She previously worked as a public relations manager at I/Pro. She has a business degree with an emphasis in marketing from San Francisco State University. Outside the office, Erin enjoys cycling and the ballet. She recently completed the California AIDS Ride, a seven-day, 580-mile bike ride to raise money for the San Francisco AIDS Foundation.

IDC RESEARCH SUMMIT

continued from page 1

- 1995 IT spending in EECE: $6.3 billion

IDC's International Director, **Philippe de Marcillac**, provided an overview of IDC's operations worldwide as well as the components of IDC's efforts to restructure research architecture.

Steven Frantzen, IDC EECE director, gave an overview of the group's performance for FY96 and plans for FY97.

Other presentations were given by attendees, such as **Eric Progent**'s discussion of the evolving quarterly PC program. **Frank Ehrenreich** and **Drew Weeks** spoke on IT and database implementation strategies for the group.

IDC East/East Central Europe's program currently tracks the IT markets in 10 countries.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FIVE YEARS
Joseph Levy - CIO

TWENTY YEARS
Maureen Burke - Computerworld

EIGHTEEN YEARS
Vicente Tardin - IDG Brazil

SIXTEEN YEARS
Esther Almada - IDG Mexico
Raul Moreno - IDG Mexico

FOURTEEN YEARS
Juanita Clark - IDC
Averie Rosemark - IDC

THIRTEEN YEARS
Maria Grazia Rovati - IDG Italy
Maristela Oliveira - IDG Brazil
Lee Doyle - IDC
Pauline Smith - Computerworld
Barbara Sands - Computerworld

TWELVE YEARS
Tone Wolmersen - IDG Norway
Rebecca Segal - IDC
Nancy Percival - Computerworld
Audrey Abbott - Computerworld
Michael McShane - InfoWorld
Donald Young - IDG
Lois Beninati - IDG

ELEVEN YEARS
Junichi Sasaki - IDG Japan
Shelly Ginenthal - Macworld
Elin Olsen - IDG Norway
Bradley Thorpe - IDC
Lorraine Witzell - Computerworld

TEN YEARS
Juan Manuel Tapia - IDG Mexico
Alda Campos - IDG Brazil
Jean Bozman - IDC
Vera Chan - IDG Hong Kong
Barbara Murphy - Computerworld
Anne Armstrong - FCW

NINE YEARS
Ursula Nadador - IDG Spain
Alice Ramos - IDG Brazil
Katalin Kopacsi - IDG Hungary
Bernhard Steen - IDG Norway
Mary Loffredo - IDC
Michelle Lajeunesse - IDC
Chris Guio - InfoWorld

EIGHT YEARS
Carolina Cachon - IDG Mexico
Maria Teresa Rosales - IDG Mexico
Yoko Nishii - IDG Japan
Birte Matsen - IDG Denmark
Kenneth Fuller - IDG
Rose Marie Zeno - IDG
Zsoka Egyed - IDG Hungary
Dorothy Cronin - IDG
Amy Hanania - IDG
David Emberley - IDC
Tania Norris - InfoWorld
Diane Templin - InfoWorld

SEVEN YEARS
Lisbeth Egeskov - IDG Denmark
Lillian Richard - IDG
Gerald Parsons - CIO
Diana Garza - IDG
Imre Birkus - IDG Hungary
Lisa Brazieal - Macworld
Marcia Rosenthal - IDC
Rod Chapin - InfoWorld

SIX YEARS
Fernando Ramirez - IDG Mexico
Liselotte Nielsen - IDG Denmark
Mark Hanson - IDG
Susan Rogers - IDG
Rebecca Sykes - Int'l. Publishing Svcs.
Karen Caponetti - IDG
Eos de Feminis - Macworld
Arne Uppheim - IDG Norway
Scott McLarnon - IDC
Kelli Flanagan - InfoWorld
Marc Calvanico - InfoWorld

FIVE YEARS
Laura Samaniego - IDG Mexico
Francisco Guadarrama - IDG Mexico
Anna Micsko - IDG Hungary
Morten Christensen - IDG Norway
Michael Wallace - IDC
Kevin Gasper - InfoWorld

FOUR YEARS
Jose Gavilan - IDG Spain
Takahiko Umeyama - IDC Japan
Miya Akatsu - IDC Japan
Susanne Winding - IDG Denmark
Deborah Temple - IDG
Charles Pettirossi - FCW
Espen Hult - IDG Norway
Magne Lein - IDG Norway
Esmeralda Silva - IDC
Barbara Kitzis - IDC
Felix Gonsalves - IDC/LINK
Eric Prothero - IDC
David Wu - IDG Hong Kong
Cindy Phipps - IDG Books
Steve Stamates - Infoworld
Mike Vizard - InfoWorld

THREE YEARS
German Mora - IDG Mexico
Mads A.W. Christensen - IDG Denmark
Vibeke Kloth - IDG Denmark
Janni Ogaard Madsen - IDG Denmark
Peter Wiwe - IDG Denmark
Andrea Trigila - IDG Argentina
Joseph Pierce - IDG Newsletters
James Barattolo - Int'l Publishing Svcs.
Todd Simms - PCW Central Services
Pia Tryland - IDG Norway
Odd Tommervold - IDG Norway

TWO YEARS
Sarah Bagnall - IDG U.K.
Emma Barlow - IDG U.K.
Mustafa Mustafa - IDG U.K.
Trude Berg - IDG Denmark
Morten Sorensen - IDG Denmark
Heidi Eriksen - IDG Denmark
Sally Shrout - IDG
Daine Ryczek - IDG
Veronica Walker - IDG
Robert Gleason - IDG
Patricia Reilly - IDG
Cheryl Magadieu - IDG Newsletters
Gloria Gonzalez - IDG

ONE YEAR
Emanuela Cella - IDG Italy
Massimo Cesati - IDG Italy
Baiju Nakarja - IMS/Europe
Kiyoshi Suzuki - IDC Japan
Junichi Saeki - IDC Japan
Martin Appel - IDG Denmark
Lisa Jayne Kerber - CIO
Eric Goldstein - IDG
Sean Flynn - IDG
Perry Glasser - CIO
Huan Nghiem - IDG
Molly Edgett - IDG
Leonard Ganz - CIO
Diane Shargabian - Event Travel Svcs.
David Roegiers - Event Travel Svcs.
Melinda Young - FCW
Lucienne Cooley - FCW

ATTENTION ALL IDG EMPLOYEES!

WANTED

CELLULAR, PCS & PAGING RATE PLANS FROM AROUND THE WORLD

The IDC/LINK Wireless Communications group is collecting pricing information from as many countries as possible. The group needs the rate plan brochure or marketing literature from the cellular, PC and/or paging service providers in your area. Information from one or two of the carriers in your area would be great — information on all of the carriers would be even better!

REWARD

WIN A SHARP PERSONAL ORGANIZER!

All respondents will be entered in a drawing for one of three Sharp Personal Organizers. Drawing will be held March 3.

Please send the marketing literature, along with your name, IDG office location and address, to:
Julie Rietman, IDC/LINK, 100 Congress, Suite 2000, Austin, TX 78701, USA

All entries should arrive by March 1.

Please e-mail questions to: jrietman@idcresearch.com

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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January 20, 1997

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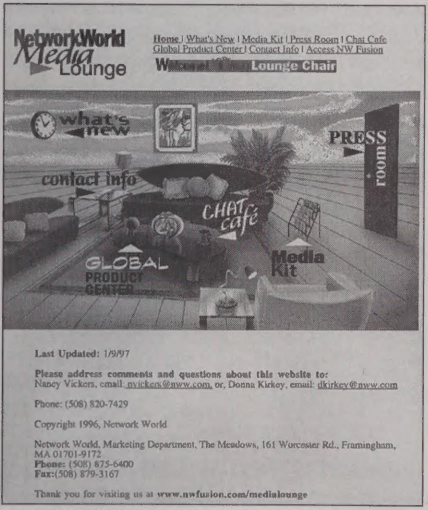
IDG AUSTRALIA PUBLICATIONS RING IN THE NEW YEAR WITH BELL AWARDS
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Network World Launches Web-Based "Media Lounge"


NetworkWorld Media Lounge
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Global Product Center | Contact Info | Access NW Fusion
W Lounge Chair
what's new
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GLOBAL PRODUCT CENTER
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Please address comments and questions about this website to:
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Phone: (508) 875-6400
Fax:(508) 879-3167

Thank you for visiting us at **www.nwfusion.com/medialounge**

THE MEDIA LOUNGE'S MISSION IS TO *provide the tools high-tech marketing and media professionals require to make informed marketing and media decisions.*

Network World this month launched its Network World Media Lounge on the Web located at www.nwfusion.com/medialounge.

"The Network World Media Lounge is the hottest place on the Web for marketers involved in the enterprise computers and network market," said **Virginia Lehr**, *NW* director of marketing. "In addition to providing a virtual re-

• COINTINUED PAGE 5 •

IDG Showcases Expertise in Latin American Markets

IDG/IDC meet U.S.-based Latin IT community's need for insight on regional issues with events in California and Florida

AMONG THOSE ENJOYING THE FIRST *gathering of the Latin America Tech Forum in Miami are (left to right) Joe Gonzalez (Symantec),* ***Alessandra Glahome*** *(IMS Latin America) and* ***Kerry Pietezak*** *(IDC Latin America).*

Bienvenido a COMDEX Hispanoamérica '9

ALESSANDRA GLAHOME

IMS' FRANK CUTITTA MODERATES A *panel at Comdex/Miami with participants from Microsoft, CompuServe and Digital.*

IDG's expertise in Latin American markets took center stage at three events late last year. IDG Marketing Services (IMS) played a role in each, which were held in the San Francisco Bay area and in Miami.

For the first event on Nov. 13, the Latin American Managers Roundtable asked if IDG could provide speakers for the organization's next meeting. The Roundtable is composed of mid-level sales, marketing and sales development managers from high technology companies in the Silicon Valley. A volunteer organization, the Rountable serves as a forum for discussion of issues related to selling and marketing technology products in Latin America.

Since the IDG Worldwide Managers Meeting was slated to be held in San Francisco at about the same time, IMS asked the managing directors of four IDG business units to participate. **Ruben Argento** (Argentina), **Oscar Barros** (Chile), **Ney Kruel** (Brazil) and **Henry Morales** (Mexico) agreed to provide an "in-country look" at IT marketing issues in the respective regions. Sixty-five Roundtable members attended, including regional managers from Silicon Graphics, Oracle and Hewlett-Packard as well as key advertising agencies such as CKS

• COINTINUED PAGE 5 •

IN BRIEF

IDG Sweden Staff Well-Schooled in Publishing Functions

Eleven IDG Sweden employees attended the company's first Publishing School last fall with an aim toward furthering their careers through an increased knowledge of the major publishing functions.

Loosely modeled on the annual IDG Publishing Institute and taught primarily by IDG Sweden staff, the seven-day course spanned a three-month period and focused on seven main areas:

- How to promote a new magazine/designing a marketing plan.
- Planning an issue/art and design.
- Journalistic ethics.
- The production process.
- Creating a budget.
- Personnel management.
- Selling a magazine concept to a potential investor.

Participants were divided into three groups, each of which collaborated on a project to develop a magazine proposal. During the final session, the groups presented their proposals to a panel of judges who decided whether or not they would invest in the publication.

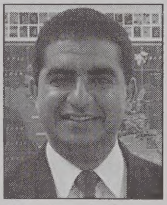
The Publishing School was designed by Project Manager **Staffan Lönner**, Support Editor **Lottis Bergson**, Editor-in-Chief **Rebecka Lindberg**, former head of production **Sara Sjöberg** and Human Resource Manager **Per Bowallius**, each of whom also served as an instructor. A second course is planned for April through June.

PARTICIPANTS IN IDG SWEDEN'S FIRST PUBLISHING SCHOOL *include (from left):* ***Susann Lindell, Gabriel Kärrby, Carl-Johan Callin, Karin Perbos, Torgil Duncansby, Pia Rehn, Robert Ahlmqvist, Åsa Nilsson, Anders Stenebo*** *and* ***Magnus Lindgren****. Not pictured:* ***Robert Svensson****.*

In Memoriam

It is with sadness that we report the death of **Mohammed Wafai** on Jan. 7 following a long illness.

Along with his wife Cheryl, Mohammed operated as IDG's publishing partner in the Middle East since 1991. Their Cairo-based company, World Publishing, Inc., publishes *Computerworld Middle East* and *PC World Middle East*.



WAFAI

Correction

The URLs for several of Web Publishing Inc.'s online publications were incorrectly listed in the Jan. 6 issue of *IDG World Update*. The correct addresses are as follows:

JavaWorld
(http://www.javaworld.com)

Netscape World
(http://www.netscapeworld.com)

NC World
(http://www.ncworldmag.com)

Update Your Address Books

IDG Newsletter Corp. is using the Internet exclusively for its e-mail correspondence. You may reach any member of the staff by using first initial + last name + @idgnewsletters.com. For example, IDG Newsletters President Craig Pierce may be reached at: cpierce@idgnewsletters.com.

IDG's publishing licensee in Costa Rica, **Trejos Hermanos Sucesores**, has a new e-mail address. Alonso Trejos may be reached at alocar@sol.racsa.co.cr.

The staff of ***Tolvuheimur-PC World Iceland*** has moved. The new address is:

Hemra efh.
Tolvuheimur
Bolholti 6, III. floor
IS-105
Reykjavik, Iceland

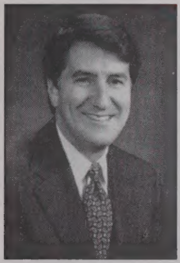
Telephone and fax:
354-552-4002

IDG Brazil's São Paulo office has moved to a new building:

Rua Tabapuã,
145 - 3 e 4 andar
Itaim Bibi, São Paulo,
SP-Brazil
CEP: 04533-010

Telephone and fax remain the same.

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q Given the recent development with the Texaco settlement, what is IDG doing to address the issue of diversity? I've been employed with the company for a number of years and have yet to see an African-American hired into or promoted to senior management. Is IDG concerned about its track record when it comes to hiring and promoting minorities?

A IDG's specific policies and our corporate values prohibit the kind of behavior, attitude and language alleged in the Texaco case. Moreover, we are committed to an atmosphere that promotes equal opportunity in all our employment practices, an atmosphere that relies on merit as the basis for employee evaluation.

According to IDG's most recent Equal Employment Opportunity Reports, filed annually with the U.S. government, IDG's percentage of non-white U.S. employees has increased each year from 1990 to 1996, from 6% of IDG's total U.S. population to 12% (in raw numbers from 91 individuals to 254). The number of non-whites in management positions has also been increasing.

We do believe, however, that there is always room for improvement. That is why we engage in a variety of programs to help promote diversity in the workplace. One example is the INROADS program, sponsored annually by Corporate Human Resources and participating business units. INROADS specifically targets high-potential African-American and Hispanic college students for development into professional positions. Each year, six interns are selected to participate in a summer internship program — and often these interns continue with IDG each summer during their college years. Units that have participated include IDG, IDC, Macworld, InfoWorld and Infotainment World.

One of IDG's INROADS interns, Jamilla Johnson, is now a Macworld employee, and several of last year's interns are returning to IDG for another internship. As an example of our commitment to the program, Donna Vieraitis, InfoWorld's vice president of human resources, was honored in 1996 by the San Francisco INROADS program as Mentor of the Year.

Our business unit often reports record revenues and substantial profit contributions and then, suddenly, expense control and contingency planning guidelines are implemented. My colleagues and I wonder what is going wrong, why the sense of urgency? Aren't we making tons of money? Is this expense control stuff happening just at my business unit, or is it happening elsewhere?

A request for expense reduction should be no more surprising or unexpected than a request to identify new revenue opportunities: endemic to our industry — really, any business — is the need to continuously look for ways to improve efficiencies, grow revenues, reduce expenses and create new products.

At IDG, the "lens" we use to focus on these issues is the annual business plan for each business unit, which has a specific profit commitment. In a decentralized culture, decisions for how to reach that plan are made by the business unit; our business units have the freedom to make operating decisions, run the business, be entrepreneurs!

With that freedom comes the responsibility to honor that commitment. That's the basis for decisions about expense planning, new revenue opportunities, business unit direction. Any seasoned manager reacts quickly when they see changing business conditions. If a forecast shows business unit revenue to be slowing, you would expect to see a quick trimming of expenses to match that shortfall.

Historically, the second fiscal quarter (January/February/March) is one of the toughest — customers' budget approvals can be slow, new contracts are just being signed, new plans are being put in place. Therefore, most business units are cautious at this time of year; they will often delay discretionary expenses until they get the firm customer commitments they need to set the right expense levels. This year is no exception, as revenue forecasts for this quarter are slightly below budget. Therefore, you should fully expect to reduce expenses if your sales team experiences market softness. It is the mark of a prudent business unit leader to do this; our best business units are as agile at managing expense levels as they are identifying new opportunities. Supporting your business unit leader will ensure your business unit has the flexibility to thrive in any market circumstances. Another benefit we often find is that examining the cost structure often leads to suggestions that help lower costs on an ongoing basis — more ways to ensure the annual business plan is met.

Why is it so important that we achieve the profits in our business plan? First, profits allow us to invest in new projects, fuel for future growth and opportunity. This year alone, we will be "taking" more than $20 million of our profits to invest in new products. Second, it increases IDG's share price, which affects every participant in IDG's ESOP program. Since the share price has increased in value every year since its inception, employees have come to expect this annual increase, but it's striking that employees will also ask why their business unit needs to reach the profit level in their business plan: put simply, without improved profit levels, the share value cannot increase.

Finally, IDG's overall profit expectations are modest in comparison to many other publishing companies; margins of many publicly traded companies are higher than IDG's, telling us that IDG is reinvesting more of its profits than other comparable companies, but also giving us new goals in the need for continuous improvement.

IDG Australia Rings in New Year with Bell Awards

Three IDG Communications publications won awards in the Australian Business Publishers' Bell Award competition for "excellence in specialist and business publishing," announced Dec. 6. Of the more than 200 titles nominated, IDG was the only computer publisher to win in any of the categories.

PC World was the winner for Best Product Information Series of the Year for **Simon Tsang**'s monthly Top Ten PC ratings. *PC World* also was highly commended in the category of Best Single Article for a story about the Internet written by **Mark Stafford**.

Computerworld's monthly magazine supplement *IT Casebook* was the winner in the Best Series of Case Studies for articles written by **Brad Howarth**, Sue Ashton and David Hutchins.

Australian Reseller News was highly commended in the best new magazine launch of the year category. Launched as a biweekly newspaper in February 1996, *Australian Reseller News* is the country's only publication dedicated to the channel. Since its launch, it has received great support from advertisers, running more ad pages than rival *PC Week* despite having only half as many issues.

PC World's Associate Publisher **Robert Thirlwell** said he was especially pleased with the award for best product information series. "We moved to the monthly Top Ten ratings to provide our business readers with the latest and most comprehensive product comparisons. The recognition from the Business Publishers Association is a tremendous endorsement of our approach," he said.

WIN A NOTEBOOK WORTH $5995

AUSTRALIAN $5.95 DEC/JAN 1997

PC WORLD

Multimedia Upgrades

CD-ROM drives & sound cards

Best value kits

Pentium tests fastest 166MHz machines

The truth about WEB PAGE AUTHORING PACKAGES

- HOW TO SET UP A WEB SITE
- MS OFFICE 97 vs LOTUS SMARTSUITE 97
- 20 PAGES OF Q&A

COMPUTERWORLD

Inside this issue

Facing disaster, project is split, timetable pushed back

Coles battles SAP installation woes

Dirt cheap deal wins over GIO

Union warns of strikes against IT outsourcing

PLAYING THE NAME GAME

The Web without the Wait.

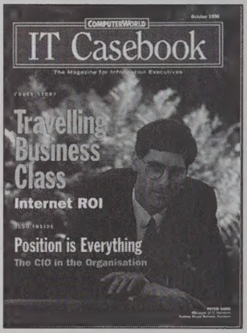
IBM

Great encouragement

Computerworld's *IT Casebook* was only two months old when nominated for Best Case Studies of the Year. Editor **Linda Kennedy** said winning the award was great encouragement for the magazine that debuted in May last year.

"Our primary reason for being is to provide senior IS executives with case studies that enable them to better integrate technology with the business needs of their organization," she said. "To receive this honor so early in the magazine's life is fantastic acknowledgment of the directions we have taken."

The award to *Computerworld*'s *IT Casebook* follows closely upon the outstanding results *CW* achieved in the 1996 syndicated IT Research Committee survey of IT publications. In that study of 710 senior IT professionals, *Computerworld* was rated best in every one of the quality categories in the survey.



October 1996

COMPUTERWORLD

IT Casebook

The Magazine for Information Executives

COVER STORY

Travelling Business Class

Internet ROI

ALSO INSIDE

Position is Everything

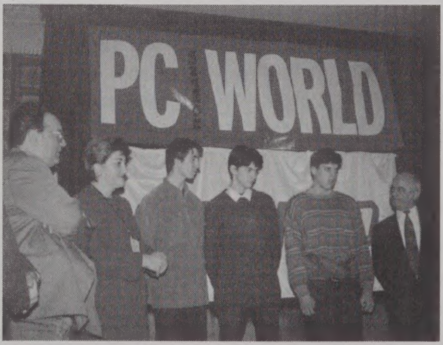
The CIO in the Organisation

Associate Publisher **Steve Ireland** said it was an ongoing commitment to high quality that drives the *Computerworld* team. "In an era of information overload, we are working hard to ensure that our readers always think of us as the best publication to fulfill their information needs. The survey results and the award to *IT Casebook* confirm the results of that hard work."

PC World Romania Holds Compaq Cup Contest for High School Students

PC World Romania and Net Consulting, the Compaq-authorized partner, organized the Compaq Cup, a national programming contest for high school students in December.

The contest had students solve four programming problems that were published in two issues of *PC World Romania.* Of those who answered correctly, 10 finalists were chosen. The finalists then met in person to solve another two programming problems in only two hours. The first place winner received a Compaq multimedia PC. Finalists received prizes such as printers, fax-modems, software packages and free one-year subscriptions to all IDG Romania publications.



THE COMPAQ CUP AWARD CEREMONY *included (left to right) Victor Macri, Compaq partner in Romania;* ***Mihaela Gorodcov,*** *general manager, IDG Romania; Dan Rizea, 3rd place winner; Mihai Badoiu, 1st place winner; Sergiu Stefanov, 2nd place winner; and Professor Stelian Niculescu, chief of jury.*

WANTED: CONTEST ENTRIES

There's still time left to win an *IDG World Update* sweatshirt or a Sharp personal organizer courtesy of IDC! Check out the two *IDG World Update* contests in the issues of Dec. 23 (p. 10) and Jan. 6 (p. 6) and the IDC search for worldwide wireless pricing information (Jan. 13, p. 8). Thanks to all who have submitted responses up to now. Winners will be announced soon!

Volume 2, Number 1

January 20, 1997

IDG U.S. UPDATE

Incorporating IDG World Update's Local Loop

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

TRAVEL UPDATE

Corporate Travel Takes Up Residence in CW Building

IDG Corporate Travel has moved from 5 Speen Street to the third floor of the Computerworld building at 500 Old Connecticut Path in Framingham. All phone calls will be automatically forwarded for the next couple of months, and the group's 800 number remains the same. New phone numbers are as follows:

IDG Corporate Travel Reservations Dept.:

Phones: 800-743-4432
508-820-8686
Fax: 508-879-0631

Lyndsey Pomella, IDG Corporate Travel manager:

Phone: 508-820-8688
Fax: 508-820-8620

Paul Carlin, travel administrator/executive assistant:

Phone: 508-820-8628

The San Francisco travel office moved in late October to the third floor of 501 Second Steet and now has a new toll-free number:

Phones: 888-234-8777
415-267-1740
Fax: 415-442-1858

IDG Corporate Travel apologizes for any confusion but is anxious to better serve your travel needs. The recent moves allowed for additional staffing of

• CONTINUED ON PAGE 2 •

Capitol Honors

Two IDG presidents attend White House ceremonies last month

Two of the top managers at IDG met two top managers of the federal executive branch during separate events last month in Washington, D.C.

CW'S GARY J. BEACH ACCEPTS THE *Tech Corps Leadership in Technology Award from U.S. Vice President Albert Gore.*

Computerworld President **Gary J. Beach** was among four individuals lauded by U.S. Vice President Albert Gore as "technology visionaries" for their leadership as founding national sponsors of Tech Corps.

Tech Corps is a national nonprofit organization dedicated to enhancing kindergarten-grade 12 teaching and learning through the effective use of volunteers to integrate technology into schools.

Beach proposed the Tech Corps concept in 1994 and, with industry support, launched a pilot program in Massachusetts in 1995. The concept was endorsed by the White House, and now autonomous Tech Corps chapters operate in 36 U.S. states.

Network World President **Colin Ungaro** met President and Mrs. Clinton during a press reception. Ungaro's wife, Susan, is editor-in-chief of *Family Circle* magazine, and her publication had done a series of articles with President Clinton during the past year.

IDG employees interested in joining a Tech Corps chapter in their area should contact Sue Kuykendall at tel: 508-620-7751, e-mail: skuykend@ustc.org.

U.S. President Bill Clinton and Mrs. Clinton greet Network World's ***Colin Ungaro*** *and his wife, Susan.*

TRAVEL UPDATE

continued from page 1

one agent in both offices — **Bruce Powell**, formerly an international rate specialist at United Airlines, joined the San Francisco staff, and **Karen LaMont**, formerly of Avery Dennison, joined the Framingham staff.

San Francisco's ANA Hotel Joins IDG Hotel Program

The ANA Hotel on Third Street in San Francisco, a four-diamond property conveniently located in the heart of the financial district and two blocks from Union Square and Chinatown, has joined IDG's corporate negotiated hotel program effective immediately. The rate of $160.00, based on single or double occupancy, represents a $45.00 savings off of the hotel's standard corporate rate.

This rate includes complimentary toll-free phone calls and credit card access, complimentary access to the full-service fitness center and a guided Bay morning run escorted by a member of the sales staff, complimentary shoe shine and guaranteed last-minute availability.

United Boosts Discount to 14% for IDG Employees

United Airlines increased its discount program to 14% for IDG employees on both international and domestic flights. The airline also offers IDG an opportunity to earn at least an additional 1% in backend revenue based on achieving quarterly market share goals.

United has offered special discounts to IDG for three years and currently serves 48% of IDG's travel volume. This year the airline became IDG's preferred vendor offering a minimum 3% savings over the company's secondary airline vendor, American Airlines, and 6% to 8% savings over IDG's third largest carrier, Delta Airlines.

All employees are encouraged to fly United whenever possible.

United Airlines Fine Tunes Frequent Flyer Program

Effective Jan. 1, United Airlines revised its mileage program to link benefits to money spent rather than miles flown. In addition, miles accrued on Lufthansa, Air Canada, SAS and Thai International will now count toward Premier status. Premium awards have been renamed to Standard Awards and have fewer restrictions.

Boston's Logan Airport Among First to Get New Air Traffic Control System

Boston's Logan Airport will be one of the first airports to implement the Federal Aviation Administration's updated air traffic control system from Raytheon Co. The Standard Terminal Automation Replacement System (STARS) will simultaneously coordinate civilian and military flight information and weather conditions, which will improve safety and help prevent delays. The FAA plans to install STARS in more than 371 major airports, including military installations, across the country by the year 2007.

Business Travelers May Face Stricter U.K. Entry Controls

Business travelers have been experiencing stricter enforcement of entry control into the U.K. and may want to consider carrying a letter from their employer stating the nature of their visit. Explanations could include, but are not limited to: attending meetings, making purchases or negotiating with U.K. businesses; receiving training or observing work practices; and attending conferences. Please note that this is not a requirement but rather a recommendation to facilitate entry.

Sheraton Park Avenue in New York Closed for Renovations

The Sheraton Park Avenue in New York City, which is one of IDG's preferred properties, will be closed for renovations until some time in May.

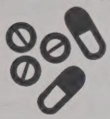
1997 Holidays

IDG U.S. business units celebrate 10 holidays each year. In 1997, most units will honor the following seven standard holidays. The selection of an additional three holidays is left up to the management of each business unit.

New Year's Day	Jan. 1
President's Day	Feb. 17
Memorial Day	May 26
Independence Day	July 4
Labor Day	Sept. 1
Thanksgiving Day	Nov. 27
Christmas Day	Dec. 25

HR UPDATE

PRESCRIPTION DRUG PLAN



A pharmacist will automatically fill your prescription with a generic equivalent when one is available. If your physician wants you to receive the name brand drug, be sure that (s)he indicates that on the prescription. In many cases, there are equally effective generic drugs that are less expensive than the name brand equivalent.

IDG offers a mail-in program for prescription drugs. If you regularly fill prescriptions for 90 days or longer, consider using the convenience and cost savings of the mail-in program. Forms for the mail-in service are available from your Human Resources Department.

PRE-TAX PROGRAMS

The plan year for the Medical Flexible Spending Account (MFSA) and Dependent Care Reimbursement Account (DCRA) closed on Dec. 31. If you have still have a balance left in either or both of these accounts, please submit your 1996 receipts to your human resources representative. The deadline for submitting 1996 receipts is March 31.

401(k) NEWS

The first quarterly statements from Aetna will be sent to your home address over the next couple of weeks. Please review your statement carefully and let your human resources representative know if you are experiencing any problems.

The IRS has maintained that $9,500 is the maximum contribution you can make to the 401(k) plan during 1997.

ESOP NEWS

ESOP statements, which reflect your annual earnings, contribution and forfeitures for the plan year ending Sept. 30, 1996, will be distributed to you by the end of February.

ONLINE HR INFORMATION

Human resources information is available to employees through the IDG Central Web Page and Lotus Notes applications. You can look up information about all of the IDG benefits plans, print anything from salary change forms to tuition reimbursement forms, and learn about courses offered through the East and West Coast Collaborative Training programs. If you are interested in accessing this information, contact your Human Resources or IS Department.

U.S. EVENTS CALENDAR

JANUARY

1997 Ski IDG/East - Killington, Vt.
Jan. 31-Feb. 2
Contact: Tiffany Wallace, IDG Marketing Services
Tel: 415-676-3031
E-mail: tiffany_wallace@idg.com

FEBRUARY

CIO Enterprise Value Retreat - Dana Point, Calif.
Feb. 2-5
Contact: Lynda Rosenthal, CIO
Tel: 800-355-0246
E-mail: lyndar@cio.com

ComNet - Washington, DC
Feb. 3-6
Produced by MHA Event Management
Tel: 617-551-9800
IDG Participation: CW, NWW, FCW, IW
Contact: Tiffany Wallace, IDG Marketing Services
Tel: 415-676-3031
E-mail: tiffany_wallace@idg.com

Demo '97 - Indian Wells, Calif.
Feb. 9-12
Tel: 800-633-4312
Internet: www.demo.com

Tapping the Treasure: The Internet/Intranet Opportunity for Delivering More Effective Customer Service and Support - Boston
Feb. 11
Contact: Elizabeth Freedman, IDC
Tel: 508-935-4764

IDG Global Summit/North America - Santa Barbara, Calif.
Feb. 23-25
Contact: Jennifer Rizzo, IDG Marketing Services
Tel: 415-676-3045
E-mail: jennifer_rizzo@idg.com

MARCH

1997 IDC Directions Briefing Session - Boston
March 11
Contact: Elizabeth Chisholm, IDC
Tel: 508-935-4002

1997 IDC Directions Briefing Session - San Francisco
March 19
Contact: Elizabeth Chisholm, IDC
Tel: 508-935-4002

IDG WORLD UPDATE'S Local Loop

FOR SALE

- **1989 Acura Integra LS,** 3-door, 76K miles, white, 5-speed, sunroof, A/C, mud guards, floor mats. One owner. Garaged. Excellent condition. $5,995 or best offer.

- Mandy Wong, IDG, 508-935-4427
Wayne Wong, 508-653-3646 ext. 18

- **1994 BMW 325IS convertible.** Black with saddle leather, 5-speed, alarm, roll-over protection and auto-door locks. 36,000 well-cared-for miles. Garaged, outstanding condition and never driven in the snow. Asking $29,000.

- Jeff Melnick, CIO, 508-935-4280

- **1990 Mitsubishi Eclipse GS,** 2-door hatch, black with gray cloth interior, 5-speed, power package, A/C, AM/FM cassette, 112K miles, well maintained. $4,500.

- Sara McGarry, CIO, 508-935-4082

- **1995 Ford Contour,** 2.0L, 5-speed, 4-door with 13,000 miles. Soft pink with a beige-multicolor cloth interior, dual air bags, fully loaded. Still has half of the 3-year 36,000 mile warranty left on it. Perfect condition. Must sell. Can't afford payments anymore. Asking $12,000.

- Denise, 508-370-0890

- **Furniture.** Lingerie chest with hidden jewelry compartment and tall chest, one cedar drawer. Paid $5,000. Best offer. Full mattress set. Asking $350.

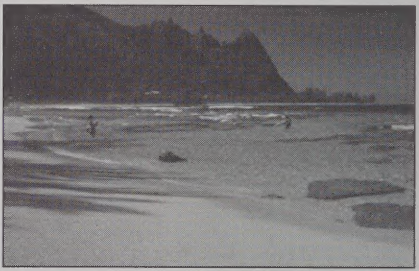
- Christie Sears, Network World, 508-820-7423

- **Brand new couch.** Light yellow and blue stripes on an off-white background. Just moved and it won't fit in the new apartment. Bought at Jordan's for $600; will sell for $200.

- Mike Taylor, Computerworld, 617-461-8807

FOR RENT

- **Hawaiian paradise.** Keke Leo: An enchanting three-bedroom, two-bathroom home on Kauai's spectacular north shore, 10 minutes from Hanalei Bay. Unique design with large master bedroom and spacious living room upstairs, two bedrooms downstairs. Wrap-around lanai with ocean and mountain views. 100 ft. from the ocean. Special rate for IDG employees and friends.


THIS VIEW COULD BE YOURS!

- George Clark, Macworld, 415-978-3301,
george_clark @macworld.com,
www.kauaiparadise.com (afer 1/25)

MARRIAGES

Kristi Essick, IDG News Service London correspondent, married Gonzalo Moreno on Dec. 14, 1996, in San Francisco.

Computerworld's **Linda Holbrook** married Jack Dusay, M.D. in Kyoto, Japan on Jan. 25, 1996, and will celebrate their first anniversary in Kyoto in 1997.

ENGAGEMENT

Congratulations to **Carol Gockenbach,** a 7-year veteran with *Publish.* On a recent trip to Florida, she was engaged to long-time (10-year), long-distance boyfriend Jay Stihler. They were engaged, with Santa Claus as their witness, on Dec. 9, 1996 and are planning a fall '97 wedding. All of your friends in the Des Plaines, Ill. office want to wish you love, health and happiness.

BIRTHS

IPS' **Maureen Page Preble** and her husband Joe welcomed Kelsey Ellen into the world on Dec. 3, 1996. Kelsey weighed 5 lbs. 10 oz. and was 19 inches long.

Send your ads in by Feb. 11 in order for them to appear in the Feb. 17 issue!

Please include the following in the next edition of the Local Loop:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

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____

Your name: ________________________

Business unit: ____________ Tel: ____________

Send to *IDG World Update* at fax: 617-423-0712
or via the Internet at: world_update@idg.com

IDG

Job Opportunities
Monday, January 20, 1997

District Sales Manager (NW)

The District Sales Manager, Network World, Mid-Atlantic region, will be responsible for growing existing accounts and selling new ad schedules to clients and ad agencies in the NJ and NY region. Duties include: selling advertising into the Network World product line (weekly newspaper [Network World] and monthly magazine [IntraNet], on-line ad sales seminar sponsorships, etc.); canvass territory scheduling appointments; conducting sales interviews and presentations; and writing follow-up letters. Excellent communication (both verbal and written), sales, and closing skills desired. Must be well organized, motivated, and creative. Knowledge of Macintosh (ACT, Excel, PowerPoint) and Internet facile desired. Knowledge of both the technology and telecommunications industry a plus. This position will work from Rochelle Park, NJ and report to the Eastern Sales Manager.
Location: Rochelle Park, NJ
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Associate Publisher (CW)

Computerworld has an exciting senior level sales management opportunity. Reporting to the Publisher, you will be charged with managing Computerworld's sales operations across four regions. Your primary role will be working with the Publisher and RVP's in setting and executing sales strategies across all CW products to include ROP, custom publishing, selects, conferences, etc., and in expanding our key customer relationships. The candidate MUST HAVE a successful advertising sales and management track record, IT industry knowledge and outstanding team-management and leadership skills. Extensive travel required.
Location: Framingham, MA
Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

Senior Human Resources Representative (CW)

Computerworld's HR Department is seeking a strong HR generalist. As an internal partner, you will work with our employees and management team in meeting their business objectives through proactive, creative HR solutions. Key emphasis will be in the areas of ER, staffing, OD, performance management, employee and management development and training. Ideal candidate will have 4-6 years HR experience, strong interpersonal, communication and decision-making skills. ***Location: Framingham, MA***
Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

Director of Application Development Tools (IDC)

IDC's Application Development Tools program is looking for a highly experienced professional to drive market research and consulting for database engines and associated software markets including database middleware, distributed computing, and data warehousing. Significant experience in the design, development, or utilization of multi-user database engines is required. Outstanding skills in data analysis, communication, public speaking, and project management are also necessary. An advanced degree in business, economics, marketing, or computer science strongly desired. Responsibilities include driving primary market research, performing stochastic and empirical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 10-20 years experience in application development necessary with direct experience working for a development tools vendor desirable. ***Location: Framingham, MA***
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: idc_jobs@idcresearch.com

Sr. Analyst, Application Development Tools (IDC)

IDCs Application Development Tools program is looking for a experienced professional to drive market research and consulting for higher level languages and associated software markets including 4th generation languages, RAD tools, and software components. Significant experience in the design, development, utilization, or marketing of 4th generation languages is required. Additional experience in data analysis, communication, public speaking, and project management are also necessary. An advanced degree in business, economics, marketing, or computer science is strongly desired. Responsibilities include driving primary market research, performing stochastic and empirical analysis, writing research reports and bulletins, and expanding the scope of our custom consulting business. 5-10 years experience in application development necessary with direct experience working for a development tools vendor desirable. ***Location: Framingham, MA***
Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: idc_jobs@idcresearch.com

Director, Operational Analysis (IDG)
This individual will work closely with IDG Business Units to assess and analyze operating efficiencies. The primary focus of this position will be with IDG's international business units. This individual will also respond to direct requests from the business units to review and provide input on new or ongoing initiatives. The position will work closely with business units to implement identified improvements in operational efficiencies. The Operations Director will also provide research, analysis, and recommendations to the IDG Executive Committee. This position will also assist the business units in reviewing and analyzing key contracts related to collaborative relationships and other operational issues. Extensive financial skills are essential and the candidate must have international operations experience, specifically in publishing. Candidate must be able to travel extensively and must possess excellent communication skills. ***Location: Boston, MA***
Contact: T. Mathews, Fax: 508-935-4600, Phone: 508-935-4710, Email: tom_mathews@idg.com

Production Assistant (IDG/B)
This position requires an organized, efficient person with knowledge of the Apple Macintosh computer. Duties will include preparation of test for page layout, preparing and tracking purchase order, photocopying, maintaining production supplies, preparing correspondence, filing, and archiving. This position will help to support the production staff. Reports to the Production Manager. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Office Services Supervisor (IFTW)
Responsible for providing services to staff assuring excellent customer service in the mail, reception, and office services functions. Must be detail oriented and able to handle multi-tasks in a fast paced environment. Excellent interpersonal, organizational, and communication skills required. Must be proficient with Macintosh skills (Word, Excel, and FileMaker Pro).
Location: San Mateo, CA
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Sales Manager (NW)
Network World is looking for an experienced sales person to work in Northern California. Prospecting, selling, and managing accounts is required with some travel within the territory. Three to five years advertising sales experience desired with experience in hi-tech a plus. ***Location: Santa Clara, CA***
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Online Editor (PC Games)
Dynamic professional to research, write, and edit content for the publication's on-line sources. Requires expertise in on-line publishing and technology, and extensive experience with various computer games, platforms, browsers, and databases. Self-motivated and ability to learn in a fast-paced team culture essential; 2+ years journalism experience. ***Location: San Mateo, CA***
Contact: S. Klett, Fax: 415-349-5279, Phone: 415-286-2544, Email: -NA-

Account Manager (PCW)
To pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for the NY/NJ territory which includes Manhattan. To service and maintain all advertising after the sale is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation, and credit clearance. Prior sales experience in computer publishing industry, through knowledge of PC's products and marketplace. Knowledge of NY/NJ territory is desired. Excellent written and verbal communications skills and organizational skills. ***Location: Rochelle Park, NJ***
Contact: B. Ostrow, Fax: 508-872-6912, Phone: 508-370-0844, Email: -NA-

Account Representative (PCW)
To assist Account Managers in PC World's East and Midwest regions, predominately by telephone, in prospecting for and servicing new accounts. Must have telemarketing sales experience. A working knowledge of PCs, products, and the marketplace a must. Excellent written and verbal communication skills and a high degree of organization is required. ***Location: MA or NJ***
Contact: B. Ostrow, Fax: 508-872-6912, Phone: 508-370-0844, Email: -NA-

Business Analyst (PCW/Online)
The Business Analyst will be responsible for overseeing the Global Product Line. Will help evaluate new business opportunities for working with the Audience Development Manager to monitor and report on usage, for developing systems and strategies to manage advertising placement and analyzing advertising performance. To provide analytical and project support to functions for PC World's Online Services Group. ***Location: San Francisco, CA***
Contact: T. Gewecke, Fax: 415-974-7316, Phone: 415-978-3153, Email: thomas_gewecke@pcworld.com

Multimedia Development Manager (PCW/Online)

To manage the development of new and existing multimedia products from concept to implementation for all the online platforms where PC World is present, as assigned by the Director of Product Development. Two or more years of multimedia production experience, with an emphasis on web based technologies. Should have a working knowledge of major multimedia, audio, video, and graphics tools, as well as basic knowledge of authoring tools and hypertext markup language. Good writing, editing, analytical, and management skills required, as well as ability to represent PCW with potential clients, advertisers, and end users. ***Location: San Francisco, CA***

Contact: A. Block, Fax: 415-442-1891, Phone: 415-975-2640, Email: adam_block@pcworld.com

Producer (PCW/Online)

The individual in this position is in charge of the development and implementation of contents areas within the PCW Online Services Group's presence on the Internet/World Wide Web, AOL, CompuServe, prodigy, the Microsoft Network, and on other platforms as necessary. Familiarity with HTML required and AOL RAINMAN strongly desired. Minimum two years experience with online products and 6 months experience in Online production. MS Word and Excel familiarity necessary.
Location: San Francisco, CA

Contact: N. Miller, Fax: 415-442-1891, Phone: 415-974-7338, Email: nancy_miller@pcworld.com

Inside Sales Representative (2) (PCW/Online)

Responsible for developing new business and selling online advertising products across a specified regional territory. Prospect and sales primarily by phone with occasional outside calls. Prior experience in selling ad space, either online or print. Strong telephone and writing skills. Contacts in the computer or web-related industries. Familiarity with online media a plus. Ability to work under pressure and in a rapidly shifting, competitive and market environment. Able to work independently and creatively and to devise innovative solutions to complex sales problems. ***Location: San Francisco, CA***

Contact: S. Shore, Fax: 415-442-1891, Phone: 415-602-2607, Email: stephen_shore@pcworld.com

Editorial Assistant (PCW/WEB Magazine)

Generate ideas for articles and accompanying art. Perform editorial research for articles and site reviews. Edit the Letters section, maintain author database, ensure correct use of copyright and reprint procedures. Maintain the magazine library. Screen incoming phone calls, assist readers/vendors/PR with editorial information. Schedule meetings, travel arrangements, maintain editorial calendar, process billing, and provide administrative and clerical support to the senior staff. Strong editorial skills, with a BA in English/Journalism or equivalent experience. Magazine writing and editing experience preferable. Proven ability to manage projects and meet deadlines. Excellent communications skills both written and verbal. ***Location: San Francisco, CA***

Contact: Dan Miller, Fax: 415-442-1891, Phone: 415-978-3295, Email: dan_miller@pcworld.com

Desktop Support Specialist, Temporary (TempWorld)

IDG TempWorld, IDG's in-house temp pool, has an assignment for a Desktop Specialist. Responsibilities of this assignment include: answering the Help Desk phone, supporting internal customers with hardware and software questions, logging calls into Lotus Notes for tracking, staging and deploying hardware systems to employees, and resolving hardware and software problems for employees. Strong working knowledge of Microsoft Windows95, Office95, Lotus Notes, and cc:Mail with a knowledge of both the PC and Macintosh platforms is necessary. Candidates must understand how a computer works and be able to set up a computer system. Excellent communication skills with the ability to defuse a situation required. This is a temporary position with the possibility of turning into a permanent position. 40 hours per week. ***Location: Framingham, MA***

Contact: C. Curnyn, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_curnyn@idg.com

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Places where you can find the complete list of job opportunities across IDG:

1. *Lotus Notes - Job Opportunities Database*
2. *IDG Central: http://globalidg.com (to request access, send an email to: globalcomm@idg.com)*
3. *IDG home page: http://www.idg.com*
4. *Job Hotline: East Coast ➪ 508-935-4406 West Coast ➪ 415-978-3100*
5. *January 27, 1997 edition of the World Update*

LATIN AMERICA

continued from page 1

(LEFT TO RIGHT) IDG MANAGING DIRECTORS RUBEN ARGENTO (ARGENTINA), ***Henry Morales*** *(Mexico),* ***Oscar Barros*** *(Chile) and* ***Ney Kruel*** *(Brazil) participate in the Latin America Managers Roundtable moderated by Laura Yecies of Gupta.*

ALESSANDRA GLAHOME

Partners.

The meeting at Sun Microsystems' Palo Alto, Calif., office was a win for both sides. Audience members gleaned insight during the presentations and an hour's worth of Q&A, prompting someone from Oracle to note "I had not fully appreciated the extent to which IDG's managing directors are an excellent resource for in-country technology and investment trends."

The event was good public exposure for the IDG managers, since they may later encounter Round-table members and have opportunities to promote their publications.

Comdex/Miami panel draws 350

In December, during Comdex HispanoAmerica in Miami, IDG was asked to design and conduct a panel discussion. IMS Managing Director/International **Frank Cutitta** hosted "Where is the Internet Taking Enterprise Computing?," which was composed of Latin American regional managers from Microsoft, Compuserve and Digital. With more than 350 attendees, the session was enormously popular, out-drawing Comdex's keynote speaker. Since then, IDG has been asked to be part of the Comdex Miami 1997 Advisory Board, an influential role that enables IDG to have a voice in creating the event and targeting companies as exhibitors and conference participants.

On Dec. 4, IMS's Miami office and IDC Latin America sponsored a reception to launch the Latin America Tech Forum. The Forum will be a voluntary organization, sponsored by IDG, that will meet quarterly to discuss current issues affecting the sales and marketing of technology products in Latin America. Forum members include marketing, sales and distribution managers from high-technology companies in the Miami area and beyond.

The reception for more than 100 Forum members was a means to thank them for their continuing support of IDG and IDC and enlisting their help in shaping the Forum.

"The Forum is important because the U.S.-based Latin IT community is not only growing, but through better organizational focus on the part of vendors, is becoming more cohesive," said IDC's **Paul Pastrone,** VP/Latin America Research. "The community is more eager to interact at vendor-independent events, and IDG/IDC is extremely well positioned to meet the demand and provide thought leadership."

"Latin America is one of the world's fastest growing and most exciting IT markets — but also one of the least understood," said IMS President **Peter Horan**. "A core IMS strategy is to showcase the opportunities in Latin America to our clients and to make sure that they understand IDG's leading role in the region. Events such as these highlight our profound market knowledge and leading publications."

MEDIA LOUNGE

continued from page 1

source center where these busy professionals can quickly gather market intelligence online, it offers a fun environment in which they can interact with industry peers."

The Network World Media Lounge is designed specifically for high-tech marketing and media professionals. Its mission is to provide the tools they require to make informed marketing and media decisions in a setting that is no-pressure, easy-to-navigate and fun.

The contents of the site include the most comprehensive online information about Network World, Inc. and the network market in general. For example, high-tech media planners can access the complete 1997 media kits for *Network World* and *IntraNet* magazine online for current advertising rate information, closing dates, and editorial calendar listings, 24 hours a day. Information on key industry tradeshows and Network World Technical Seminars is also available on the site.

Interactive offerings

In addition to a wealth of industry information, the site offers an interactive Chat Cafe, an online forum for media professionals to post questions to *Network World*, share ideas with colleagues or seek counsel. After visiting the cafe, users may take a virtual seat in the Media Lounge and sit back with the online edition of *Network World Lite*, the non-technical industry newsletter edited for high-tech marketing and media professionals.

By opening the door to the Press Room, users can gather the latest news about *Network World* and its industry awards programs such as the 1997 Intranet Excellence Awards. The Press Room also serves as a resource for news media covering the network market, providing access to official Network World Industry Surveys on the Internet, intranets and technology plans of the nation's top network IS professionals, as well as *Network World* industry experts who are available for interview on a host of computer networking and Internet-related issues.

For users targeting the international market, the Network World Global Product Support Center provides links to Web sites of IDG networking/communications publications around the world, offering contact information, industry news and discussion groups to help marketing and media professionals plan international campaigns in the global network market.

For more information, contact ***Heidi Creighton*** *at tel: 508-820-7528 or via e-mail at: hcreight@nww.com.*

NOTEWORTHY

PROMOTIONS

Per Andersen has been promoted to managing director for IDC Scandinavia. He was previously the manager of IDC's European Unix and Client/Server Center. "Per had done an outstanding job before in the IDC Scandinavia research department and then in building up the Unix Expertise Center," IDC Europe President **Roberto Masiero** said. "There has been unanimous concensus that Per is the most qualified person to take over such an important job."

NORDGREN

Previously an administrative assistant, **Kecia Nordgren** has been promoted to marketing coordinator of *PC World*. "Kecia has consistently demonstrated her ability to handle numerous marketing department responsibilities, all with a friendly and great attitude," said **Sandy Wong**, marketing manager.

SANDOR

Cynthia Sandor, formerly associate publisher of *GamePro* magazine, has been promoted to vice president of GamePro Media Group. "In addition to her current responsibilities, Cyndy will spearhead our revenue efforts in the Online/Brand Development areas," said CEO/President **John Rousseau**. "She will be responsible for driving revenues for GamePro TV and GamePro Online, enabling these groups to work with greater synergy."

Susan Middleton has been promoted to research director of IDC's Asset Management Service. "Susan consistently demonstrates a strong sense of teamwork, including a deep commitment to managing the business," said **Chris Christiansen**, program director. "Her ability to accommodate AMS' changes are admirable."

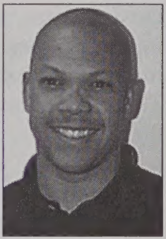
IDC's **Rick Miller** has been promoted from copy editor in the publications group to associate editor of the *Gray Sheet*. Rick, who was involved in IDC's Mentoring Program, has been working with the company for more than a year and a half.

NEW EMPLOYEES

William Green joins Internet Commerce Expo as a conference manager. William was previously a senior conference manager at the International Quality Productivity Center in Boston. He is a graduate of Lake Forest College and is currently attending Harvard University's graduate program for administration and management.

Diane Bobbitt has started as an accounts payable processor with IDG. She attended Holliston Junior College and Keefe Tech for training courses.

Sherif Gobran is a senior staff accountant with IDG. He previously worked as an accounting center controller at Waste Management, Inc. Sherif has a B.S. in accounting/computer science from Cairo University and is an M.B.A. candidate at Bentley College. Outside the office, he enjoys squash, tennis, diving and soccer.


WALLACE

Marcale Wallace has been hired by *PC Games* as the online development manager. Previously the Webmaster/LAN administrator at Stanford Federal Credit Union, Marcale attended San Jose State University. Outside the office, Marcale enjoys games, football, soccer and the Web.

Matthew Woollacott joins *InfoWorld* as a senior writer. Previously the editor of *Network Briefing*, a weekly newsletter for APT Data Services, PLC, Matthew writes for the Internet/Networking section. He attended Oxford University, Pembroke College and received second class honors in English. He enjoys movies, reading, pinball and the gym.

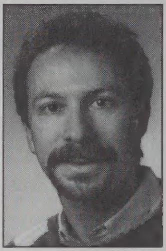
Two new employees join the Foster City, Calif., office of IDG Books. **Andrea Lopez** has started as a corporate account manager for emerging markets. She was previously a sales consultant at Addison-Wesley Publishing. Andrea has a B.A. in sociology from the University of California/Santa Barbara and enjoys hiking and tennis.

Matthew Lusher joins IDG Books as a developmental editor. He previously was a senior developmental editor at Jennings and Keefe. He has a B.A. in English from California State University and enjoys reading, traveling, the outdoors and golf.

LOPEZ

LUSHER

TRANSFERS


PILLER

Formerly a senior editor at *Macworld*, **Charles Piller** has moved to *PC World* as an executive editor. Charles will be in charge of the Top News and New Products sections and the *PC World* Online Daily News operation.

Jennifer Threatt has transferred to *Computerworld* as a sales assistant. She worked as an office assistant in IDC's publications department. She has a B.A. in psychology from Stonehill College.

Formerly a telecommunications specialist with *InfoWorld*, **Scott Tanner** has joined IDG Central Services in San Francisco as a telecommunications specialist. In his new post he will handle telecommunications for *Macworld*, *PC World* and *Publish*.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Renee Pierce - IDG

THIRTEEN YEARS
Marcia Farrington - IDC
Mark Winther - IDC/LINK
Donna Sparrow - IDC
Guadalupe Almaguer - IDG Mexico

TWELVE YEARS
Maureen Rondeau - IDG

TEN YEARS
Claudette Sears - IDG
Mark Hurlow - Macworld

NINE YEARS
Fernando Rus - IDG Spain
Lori Hitchcock - Macworld
Mehmet Ali Altaca - IDG Turkey

EIGHT YEARS
Dorothy Rosenthal - IDC
Miriam Karlin - IDG

SEVEN YEARS
Suzanne Courteau - Macworld
Seanna Maguire - Computerworld
Ben Barbante - InfoWorld

SIX YEARS
Sara Kershaw - Computerworld

FIVE YEARS
Kathy Day - IDG Marketing Services
Luiz Fernando P.N. Vieira - IDG Brazil
Ailton Barbosa da Silva - IDG Brazil

FOUR YEARS
Arlene Braithwaite - FCW
Robert Chang - IDG
Anges Vanek - FCW
Beth Jenkins - IDG Books

THREE YEARS
Gary Ingram - IDC
Gloria Marrero - IDC/LINK
Patrick Hall - IDC
Judith Gordon - IDC
Iain Gillott - IDC/LINK
Chris Collins - IDG Books
Joe Mola - Computerworld
Julie Dunn - InfoWorld
Karen Jones - InfoWorld
Betsy Burroughs - InfoWorld
Janis Wikander - InfoWorld
Cathy Garland - IDG
Frederick Kuhn - FCW
Katia Freire de C. Barros - IDG Brazil
Andrea Trigila - IDG Argentina
Phil Branon - InfoWorld

TWO YEARS
John-Marc Clark - IDC
Eva Bosch - Macworld
Anita Epler - Macworld
Matt McAlister - Macworld
Cynthia Ramsey - Macworld
Anders Lovoy - IDG Norway
Serap Apak - IDG Turkey
Dorothy Allen - IDC
Richard Finlay - IDC
Elizabeth Martin - IDC
Stephanie Kreitner - IDC
Stephen Baker - IDC
Mary Doyle - IDC/LINK
Carole Walter - IDG Books
Denise Mirolla-Delano - IDG Books
Dick Yee - IDG Books
David Waugh - Computerworld
Walt Crosby - Computerworld
Ann Meleney - Computerworld
Barbara Sullivan - Computerworld
Elizabeth Donahue - Computerworld
Scott Morgan - InfoWorld
Julia Carreon - InfoWorld
Ayse Sercan - InfoWorld
Ana Paula Lobo - IDG Brazil
Einar Bordewich - IDG Norway
Sehriban Altuncevahir - IDG Turkey
Joan Weerts - IDG Books
Paul Krill - InfoWorld

ONE YEAR
Anurag Agrawal - IDC
Dawn Scalise - IDC
Andrea Bohn - IDG Hungary
Jessica Graves - IDG Central Services
Deniz Yaver - IDG Turkey
Nuray Yilmaz - IDG Turkey
Cengiz Cemri - IDG Turkey
Mustafa Akarsu - IDG Turkey
Sara Lake - IDC
Carmen Matheson - IDC
Mini Lo - IDG Hong Kong
Phyllis Beaty - IDG Books
Barbara Dragony-Quinn - IDG Books
Michelle Vukas - IDG Books
Annie Romanowitz - IDG Books
Nicki Nelson - IDG Books
Sarah Rehberg - IDG Books
Melanie Robinson - IDG Books
Kate Snell - IDG Books
Chris Pimentel - IDG Books
John Thyfault - IDG Books
Sarah Corkhum - InfoWorld
Julie Nelson - InfoWorld
Lizzie Ferry - InfoWorld
Carl Fischer - InfoWorld
Baiju Nakarja - IMS/EMEA
Florence Schmit - IMS/EMEA
Christina Hondromihalis - ETS
Herbert Cabral - ICE
Alyssa Hondromihalis - ETS
Angie Erickson - ETS
Akira Minamikawa - IDC Japan
Elsie Yim - IDG Books
Gary Bush - IDG Books
Tracy Hieger - IDG Books
Wendy Reynolds - IDG Books
Brett Black - IDG Books
Elizabeth Smith - Computerworld
Melissa McCleery - Computerworld

COMPUTER PRESS AWARDS ENTRY DEADLINE LOOMING

The deadline to submit entries for the 12th Annual Computer Press Awards is Jan. 31. Sponsored by the Computer Press Association, the 25 categories cover print (magazines, newspapers and books) and online news and columns among others.

If you have not received an entry form, you may request one by calling the Computer Press Association at: 201-398-7300. Forms are also downloadable from the Web at: http://www.computerpress.org.

Winners will be announced at the PC Expo show in June.

CELEBRATING 10

Christopher Cuoco

HOME: Wrentham, Mass.

JOINED IDG: August 1986 as a production assistant, working on both *Computerworld* and *Network World.*

CURRENT TITLE: Production director, *Computerworld.*

MOST CHALLENGING PART OF YOUR JOB: Keeping up to date on new technology and balancing all those special projects along with the weekly issue of *Computerworld.*

BEST PART OF YOUR JOB: Working with a great group of people at *CW* and IDG.

LATEST ACCOMPLISHMENT: Renegotiating *Computerworld*'s printing contract.

HAD YOU PLANNED ON STAYING HERE 10 YEARS: Quite frankly, no. On my first day, the hiring manager welcomed me to *CW* and proceeded to let me know that this was her last week and I would be on my own.

JOINED IDG BECAUSE: I was fresh out of school and it seemed like it would be an interesting place to gain some valuable experience.

INTERESTS OUTSIDE THE OFFICE: Spending time with my family, mountain biking, skiing and keeping up with all the projects around the house.

MOST REWARDING THING YOU'VE EVER DONE: Raising my children, Ericka, 3 1/2, and Alicia, 1.

COMPUTERWORLD'S CHRIS CUOCO (RIGHT) JOINS IDG *Chairman **Pat McGovern** for dinner at Boston's Ritz-Carlton in celebration of his 10 years of service to the company.*

DREAM DESTINATION: Great Barrier Reef, Australia

FIRST JOB OUT OF HIGH SCHOOL: This was it!

MANAGER'S PROFILE: "Chris is a consummate professional and a very innovative problem solver. Combine that with a real team-player style that encourages open dialogue and healthy debate, and you understand why he is recognized as a real asset to *Computerworld.*"

– ***Mike Rogers**, executive VP/publisher, Computerworld*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. Its publishing subsidiary, IDG Communications, publishes more than 275 newspapers and magazines in 75 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 4

January 27, 1997

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PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Macworld Expo/San Francisco Breaks Records in Attendance

ATTENDEES FLOCK TO THE SOLD-OUT *exhibit floor at this month's Macworld Expo/San Francisco.*

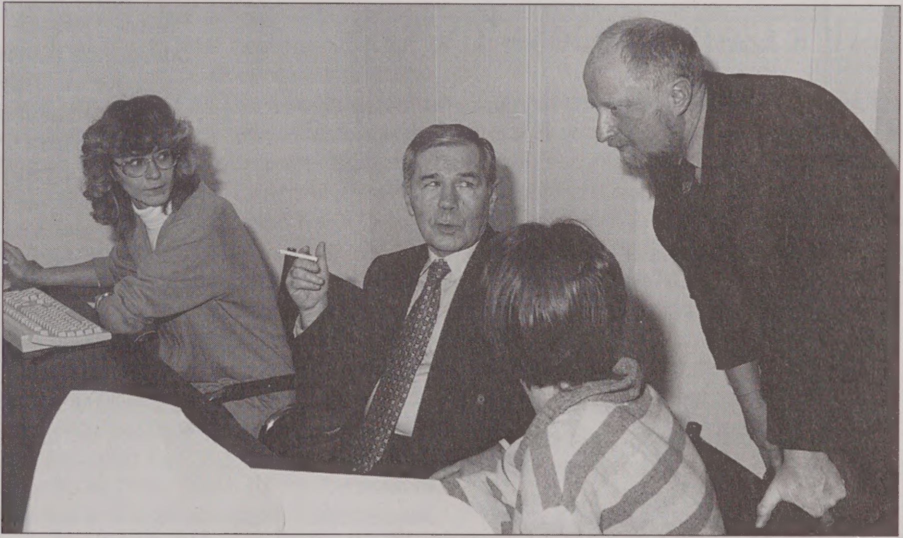
Number 13 just became lucky for organizers of Macworld Expo/San Francisco. The four-day event, now in its 13th year, broke all U.S. Macworld Expo attendance records with more than 76,000 people turning out for the January show. The exhibit floor was also sold out with 525 exhibitors.

Attendance at the show, which is sponsored by *Macworld* and managed by MHA Event Management, was up from the 74,000 who attended Macworld Expo/San Francisco in 1996. Of those 525 companies participating, more than 200 were first time exhibitors including

• CONTINUED PAGE 5 •

IDG Hungary Hosts Prime Minister's First Online Forum

Web site registers unprecedented traffic as nation logs on to first virtual press conference in Hungary



GABOR CSORBA

JUST BEFORE THE ONLINE PRESS CONFERENCE, HUNGARIAN PRIME MINISTER *Gyula Horn (center) confers with IDG Managing Director* ***István Bíró*** *and moderator Gabi Lantos, a reporter for Hungarian Radio (back to camera). IDG Hungary Secretary* ***Andrea Bohn*** *prepares to type Horn's answers as he dictates them. Horn answered 21 questions during the hour-long, real-time forum. More than 130 additional questions were answered later and posted to the site.*

IDG's premier status in the Hungarian IT arena was in the spotlight earlier this month, as Hungarian Prime Minister Gyula Horn initiated a visit to the IDG office in Budapest and logged onto its Web site to hold his first online press conference.

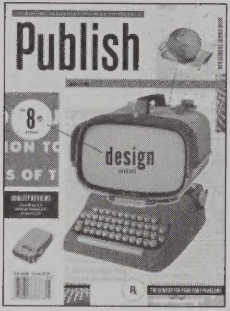
Horn's discussion of his nation's plans to join the European Economic Community and other topics drew a total of 14,500 connections to IDG's award-winning Web site, iNterRNeTTo, which is also home to Hungary's largest and most influential Internet-based publication of the same name.

The event logged three times as many impressions as the maximum number

• CONTINUED PAGE 2 •

IN BRIEF

Communication Arts Magazine Honors *Publish*



The January 1996 cover of *Publish* magazine was featured as one of the best of editorial designs for 1996 in the 37th Design Annual from *Communication Arts* Magazine.

Communication Arts Magazine received 15,000 entries from 45 countries for this exhibition, and *Publish* is one of 251 projects that made the final cut.

Nathalie Valette, art director, worked closely with the design firm that created that cover, Charles S. Anderson Design Company of Minneapolis.

Inclusion in the *CA Design Annual* is a measurement of success in the graphic design community worldwide.

NW's Gallant Gets TV Gig

Network World's Editor-in-Chief, **John Gallant**, will be the featured network industry expert on the new Internet television series "The Next Millennium," which debuts on CNBC on Sunday, Feb. 9 at 3 p.m. EST.

Hosted by Peter Weller ("Robocop"), the half-hour episode will educate business professionals and consumers about intranets. Joining Gallant will be experts from Novell and the National White Collar Crime Unit who will discuss the future of intranets and security.

*For more information contact **Heidi Creighton** at 508-820-7528 or email hcreight@nww.com.*

IDG to Co-produce New China Expo in Guangdong Province

IDG PRESIDENT KELLY CONLIN (RIGHT) GREETS LT. GOVERNOR *Lu Zhonghe of Guangdong Province. Following Lt. Governor Lu's visit to IDG's Corporate Support Center in Boston, IDG Asia was selected as co-producer of China Computerworld Expo (South).*

IDG Asia has been invited to be one of the producers of the China Computerworld Expo (South) and Network World Conference in Guangzhou, China, on June 18-21, 1997.

Since 1993, IDG Asia has been working closely with the Guangdong government on many projects, including organizing major trade shows and exhibitions and setting up joint-venture companies through PTV-China, IDG's venture investment firm for the People's Republic of China.

Guangdong has one of the fastest-growing economies in China, and it has been designated as one of the country's most open provinces to business development. It attracts more than 60,000 foreign enterprises to invest more than $41 billion each year.

IDG Asia will jointly produce the new expo along with the Guangdong Science and Technology Commission and China Computerworld Publishing and Service Co. The latter has been IDG's joint venture with the Chinese Ministry of Electronics Industry for 17 years.

IDG HUNGARY

continued from page 1

ever recorded on iNterRNeTTo's server.

Horn's press conference, which had been widely publicized by IDG Hungary and the country's general press, generated so much online traffic that the server could not accommodate everyone who wanted to log on, and some users encountered messages saying the site was blocked and busy.

The wire service Newsbytes ran a story the next day about the unprecedented volume, noting that it represented the biggest strain ever on Budapest's best Internet service provider.

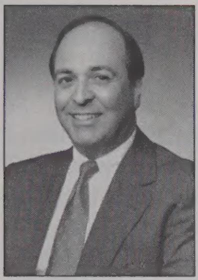
Despite those technical glitches, and some problems with the planned simultaneous English and German translations, the event successfully showed that the new medium could support meaningful dialogue between the Hungarian people and their prime minister.

"I think we achieved our No. 1 goal: to have [just about] everyone in the country talking about this event that evening and in the dailies the following day," said IDG Hungary Managing Director **István Bíró**.

IDG Hungary's staff plans to upgrade its Internet-related hardware and continue to host high-profile, real-time press conferences on a periodic basis. The chairman and CEO of the National Telecommunications Company appeared last week, and in several weeks iNterNeTTO will host Hungary's premier entertainer, Sandor Friderikusz.

An English translation of Horn's press conference is available at http://www.idg.hu/internetto/friss/hetker/horn/english. For more information on how the press conference was conducted, contact Istvan Bíró at e-mail: ibiro@idg.hu.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Several years ago I read in *World Update* about a formal meeting that took place between representatives of IDG's HR department and their counterparts at some of our larger competitors to evaluate where we were in terms of competitive salaries and benefits. Does this sort of thing happen on a regular basis? How does IDG ensure that it is remaining competitive in these areas on an ongoing basis?

A The IDG HR department is charged with making certain that our salaries and benefits remain competitive with other companies in our industry. From time to time we do participate in confidential surveys, not only within our market sector, but also with other trade organizations, such as the American Business Press (ABP) and the Magazine Publishers Association (MPA). The ABP is an association of business to business magazine publishers and the MPA is an association of consumer magazine publishers. Both of these organizations do regular salary and benefit surveys of their member companies. The results are shared only with member companies that participate in the survey.

I am pleased to let you know that IDG's employees do very well in these surveys, both in compensation and in benefits. One aspect of our benefits program that does separate us from most other companies in these surveys is our ESOP.

As most of you know, the growth in our stock price over the past decade has been very significant, based on the outstanding results that IDG has achieved worldwide. (The actual stock appreciation over the past eight years has averaged 29% per year.) I trust that our ESOP will continue to distinguish us from other media and research companies.

All of our three business sectors: communications/publishing, expositions and research are dependent on our excellent employees, and we are committed to providing a work environment that will allow them to be most productive and they can be confident that they are fairly compensated both in the short term and for their retirement years.

I understand that IDG's support groups (such as IDG Marketing Services, IDG Research, IDG List Services, etc.) are being asked to develop contingency plans to reduce expenses in the event that IDG's profits do not achieve budgeted levels in the coming months. I know these contingency plans are routinely required of all IDG operating units but am wondering why the support groups are now being included?

As you noted, each year every IDG business unit, worldwide, must submit a contingency plan for the current fiscal year after its annual budget is approved. If we begin to see weakness on the revenue lines, I ask the head of the business unit to implement the contingency plan in order to ensure that they can deliver their operating profit plan. Most times, the head of the business unit has already determined with his or her management team that they should implement their contingency plan, and they have notified the Executive Committee in advance of my sending a request to them. This is sound planning, and it is part of the budget process at most major corporations.

The Executive Committee believes that IDG's support groups should also have contingency plans in place ready to be implemented at the appropriate time, if necessary. This will help IDG to adjust to significant changes in market conditions to ensure that our worldwide growth can continue to be strong.

With the first quarter of FY97 over, could you give us an overview of IDG's current performance against plan? How does this year stack up against last year at this time?

The first quarter operating results were excellent. They exceeded budget by 25%, and they were ahead of prior year by approximately 8%. The operating profits of IDG Communications U.S., however, while exceeding budget trailed prior year, and this indicates that we must be cautious during the traditionally difficult second quarter and continue to practice cost containment. The operating results of the international operations of IDG Communications were ahead of prior year by more than 30% and were also significantly ahead of budget. Brazil, Denmark, Germany (both divisions) and Japan are the major contributors to this year-over-year improvement.

It is still very early in the fiscal year and we will continue to keep you abreast of our performance as the year progresses. We appreciate the dedication to excellence that is exhibited by all of the IDG employees worldwide and are confident that together we will produce a record year of growth in operating income.

If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!

- **Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you liked — or didn't like — in this newsletter?**

Send your questions and comments to: world_update@idg.com.

OFF SITE

IW's Bob O'Donnell Unravels Mysteries of the PC

SATURDAY MORNINGS FIND BOB O'DONNELL SEATED BEHIND A MICROPHONE *in a San Francisco radio studio dispensing advice to area listeners on everything from what computer to buy to what's hot in kids' software.*

Computers are now in nearly one-third of all American households, but that doesn't mean figuring out which one to buy — or how to use them — has gotten any easier. That's where **Bob O'Donnell**, an executive editor at *InfoWorld* and the host of "O'Donnell on Computers," comes in.

Each week on his San Francisco-based radio program, O'Donnell offers friendly, helpful advice on what to buy, what to avoid, how to overcome problems and how to turn your home computer into a powerful, useful tool. Whether the topic is color printers, kids software, word processing, or even microprocessor upgrades, O'Donnell deftly answers his listeners' calls, using every opportunity to explain important concepts or share useful tips. "Listeners enjoy tuning into the show not only to help them overcome any problems they might have, but because they want to learn more about how their computer, software and peripherals all work," O'Donnell notes. "My job is to take all this technical information and make it fun."

O'Donnell's extensive computer knowledge stems from a long and distinguished career in high-tech journalism. O'Donnell worked as the reviews editor at *MacWeek* and features editor at *PC/Computing* prior to joining *InfoWorld* one year ago, where his responsibilities include leading the Features department and providing overall editorial direction for InfoWorld Electric, (www.infoworld.com). He also writes a weekly column for InfoWorld Electric called "Plugged In" that covers Internet-related issues.

In addition to Mac-, PC- and Internet-related questions, O'Donnell is well-equipped to answer questions about music software and electronic music equipment thanks to stints as editor of *Music Technology* and *Electronic Musician* magazines. He also wrote *The MT-32 Book*, a music synthesizer handbook.

O'Donnell is no stranger to radio or television. Prior to "O'Donnell on Computers" he was the guest host and a regular contributor to "On Computers with Gina Smith," a nationally syndicated radio show. He was also a regular contributor to Ziff-Davis Television's "Personal Computing" show and appeared as a guest on several other computer television shows. It was, in fact, his stint as a guest host on his predecessor's radio talk show that got him a two-week trial and then his own show eight months ago.

"My ultimate goal is to teach people how useful and how entertaining computers can be by working through the problems and issues that typical users face," O'Donnell explains. "Computers can still be intimidating, but they're also very exciting. I try to share my enthusiasm for the fun stuff and get people past the hard parts. It's a challenge, but I think it works."

San Francisco area colleagues can tune Bob in every Saturday morning from 10 a.m. to 1 p.m. on ABC affiliate KSFO 560 AM.

THE ONE THAT GOT AWAY...

In the eight months he's been hosting "O'Donnell on Computers," *InfoWorld*'s Bob O'Donnell has provided answers to almost every question thrown his way, from the easy — "should I buy a PC or a Mac?" (depends on the application) — to the esoteric — "Why can't I get Microsoft Network to work as my Internet Service Provider?" (something to do with enabling an encrypted password).

One question, however, remains something of a mystery. "One of the oddest questions I ever got was about a Windows 95 upgrade CD causing a listener's CD-ROM drive to shake and vibrate," O'Donnell recalled. "All his other CD-ROMs worked fine, but for some reason the Win95 CD was problematic. I didn't have a good answer for the guy at the time — and still don't — but I told him it must have been a bad CD. He said he thought that too and got a replacement, but the same thing happened with the new disc. I thought there must have been something wrong with his CD-ROM drive, but that same day, I received an e-mail from someone else who listened to the show and said they had the exact same problem with a Windows 95 CD! If anybody's got an answer to that, I'd love to hear it!"

IDGers with insight into vibrating CD-ROM drives may contact Bob at bob_o'donnell@infoworld.com.

IDG

Job Opportunities - Monday, January 27, 1997

Sales Assistant (CW)

Computerworld's Professional Development group has immediate openings for a Sales Assistant in our fast-paced growing environment. We are seeking highly organized, detail oriented individuals with excellent computer skills. The ideal candidate will have 1+ year of administrative experience and the ability to support multiple sales territories. The primary focus of all our sales efforts are performed in Lotus Notes. Strong attention to detail and excellent communication/telephone skills is a necessity. Ability to function well in a deadline oriented department is an absolute must. College degree preferred. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Sales Associate (CW)

The selected candidate will provide multi-functional support to a District Manager and Account Executive responsible for selling Computerworld products to major accounts and agencies in a team oriented environment. Responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination, event planning and administrative support. Ideal candidate is goal oriented, independent, extremely organized, and thrives in a very fast paced environment. This individual must possess a bachelor's degree, relevant experience, and a strong technological aptitude. ***Location: Chicago, IL***
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Senior District Sales Manager (CW)

Computerworld has a job opportunity for an experienced, creative, and highly motivated sales individual to sell multiple Computerworld products to major accounts and agencies. Candidates should possess a minimum of 5 years relevant outside sales experience within high tech, have a strong knowledge of our customer's business, and be PC proficient. ***Location: Waltham, MA***
Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

District Sales Manager (FCW)

The individual in this position will be responsible for sales in NY, NJ, PA, and specific accounts in the DC area. The successful candidate will be well organized with excellent written and verbal communication skills. Prior hi-tech publishing sales experience is preferred. Experience dealing with NY ad agencies is a plus. ***Location: Rochelle Park, NJ***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Part-time Tearsheeter (IDG)

The individual in this position with IDG's Credit and Collections department will separate and organize advertisements from IDG magazines, coordinate the mailing of invoices with the accounting department, mail invoices with appropriate tearsheets, and monthly statements to customers. Other duties include: maintenance of an inventory of envelopes for all business units, working with manager, accounting, and business unit personnel to resolve billing delays, and organization of tearsheet service for new publications. ***Location: Framingham, MA***
Contact: M. Higgins, Fax: 508-935-4600, Phone: 508-935-4766, Email: molly_higgins@idg.com

Manager, Editorial Development, CPG (IDG/B)

The individual in this position will manage a team of development editors in Foster City and Indianapolis and work internally with key managers to insure workflow efficiencies and externally with authors and vendors to affirm publishing values. Individuals must have editorial management experience, be technology savvy, able to direct the development of manuscripts (print and electronic), problem solve, facilitate effectively, understand, analyze and apply market influences to manuscript for competitive edge, and understand budget/scheduling issues. Book experience desirable especially in the computer trade. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Publisher/Product Champion (IDG/CSG)
The Product Champion and Publisher of the newly established Channel Services Group will be responsible for the creation and management of a series of information products oriented toward helping IT vendors build more efficient and effective channel programs. The successful candidate will have proven publishing management skills given the first product launch for this group will be a new publication. In addition, the candidate must have experience in or extensive knowledge of the VAR, VAD, SI and reseller market, strong sales skills, and the ability to produce and manage a business plan.
Location: TBD
Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

Copy Chief (PCW)
Sets copy editing style, policy, and procedure as well as manage 5 copy editors and an editorial production associate. Reviews and revise copy editing and procedures, ensuring that all editorial material meets magazine standards. The job includes tracking the work of the copy desk on all submittals from initial manuscripts to final layouts and helping the Managing Editor establish daily, weekly, and monthly schedules and priorities. ***Location: San Francisco, CA***
Contact: L. Camus, Fax: 415-442-1891, Phone: 415-267-1793, Email: luis_camus@pcworld.com

Client Services Coordinator, Temporary (TempWorld)
IDG TempWorld, IDG's in-house temp pool, has an assignment for a Client Services Coordinator in the brokerage division of IDG List Services. Responsibilities of this assignment include: processing and following-up on all orders; billing and invoicing; making collection calls on past due invoices; tracking all account payables and receivables; handling credit issues for both internal and external customers; tracking letters of guarantees; corresponding with clients; and assisting with other projects as needed. The successful candidate will have strong organizational and communication skills (both verbal and written) and be detail oriented. Must be capable of handling multiple tasks at once with the ability to prioritize. This is a temporary position; 40 hours per week for approximately 5 months March through July. ***Location: Framingham, MA***
Contact: C. Curnyn, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_curnyn@idg.com

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Places where you can find the complete list of job opportunities across IDG:

1. *Lotus Notes - Job Opportunities Database*
2. *IDG Central: http://globalidg.com (to request access, send an email to: globalcomm@idg.com)*
3. *IDG home page: http://www.idg.com*
4. *Job Hotline: East Coast ⇨ 508-935-4406 West Coast ⇨ 415-978-3100*

Job Opportunities - Week of January, 27, 1997

BU	Category	Title	Location	Contact	Phone	Fax
CIO	Admin	Office Services Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Art/Design	Graphic Designer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Associate Editor	Framingham, MA	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Sales	Sales Assistant	Fairfield, NJ	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Art/Design	Graphic Designer	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Circ	Fulfillment Assistant	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Exec	Associate Publisher	Framingham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	HR	Senior Human Resources Representative	Framingham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Rsch	Research Manager	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	District Sales Manager	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	District Sales Manager (2)	TX & GA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Sales	Manager/Demographics Edition	Framingham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Sales	Regional Manager	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312

Job Opportunities - Week of January, 27, 1997

BU	Category	Title	Location	Contact	Phone	Fax
CW	Sales	Sales Assistant	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	Sales Associate	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Associate	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Associate	Chicago, IL	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Senior District Sales Manager	Waltham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
ExecuTrain	HR	Benefits and Compensation Coordinator	Atlanta, GA	L. Maloney	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Misc.	Course Developer	Atlanta, GA	P. Burns	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Misc.	Technical Course Developer	Atlanta, GA	K. Monks	P: 770-667-7700	F: 770-664-2066
FCW	Edit	Art Director	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
FCW	Sales	District Manager	S. CA	M. Martin	P: 714-488-9865	F: 714-488-3851
FCW	Sales	District Sales Manager	Rochelle Park, NJ	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
FCW	Sales	Sales Representative	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
FCW	Systems	Web Programmer PT [2]	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
GamePro	Circ	Dir. Circulation, GamePro Media Group	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
ICE	Admin	Executive Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDC	Edit	Copy Editor, Second Shift	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Consulting Manager, Services Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Director of Application Development Tools	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Intern, Printers Program	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Manager, Semiconductor Research	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Manager, Vertical Industry Applications Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Mobil Technologies Research Analyst	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Primary Research Analyst	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Research Analyst, Desktop Access	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Research Analyst, Information Access	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Research Manager, LA Printers	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Senior Analyst, Latin America	Coral Gables, FL	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Latin America	Mt. View, CA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Midrange Servers	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Analyst, Application Development Tools	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr. Analyst, International Group	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Sr. Analyst, PC Channels	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Analyst, S3 Channels	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Research Analyst, Tape Storage	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	US PC Market Analyst	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Manager of Business Development, Latin America	Coral Gables, FL	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Sales	Report Sales Representative	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Database Administrator	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Systems	Interactive Product Software Engineer	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC/LINK	Rsch	Prog Mgr, Consumer Computing&Education Mkts	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC/LINK	Rsch	Sr. Analyst, Small Business/Home Office	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDG	Admin	Part-Time & Temporary Positions	Framingham, MA	C. Curnyn	P: 508-935-4721	F: 508-935-4600
IDG	Exec	Director, Operational Analysis	Boston, MA	T. Mathews	P: 508-935-4710	F: 508-935-4600
IDG	Finance	Credit Analyst	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Finance	Senior Tax Accountant	Framingham, MA	M. Koethe	P: 508-935-4531	F: 508-935-4600
IDG	HR	HR Manager	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG	HR	Human Resources Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG	Legal	Paralegal	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Misc.	Part-time Tearsheeter	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG Central Service	Finance	Accounting Coordinator	San Francisco, CA	M. Reyes	P: 415-978-3364	F: 415-543-3984
IDG Global Comm.	Admin	Administrative Assistant, Temporary	San Mateo, CA	D. Garza	P: 415-524-5701	F: 415-524-5730
IDG Global Comm.	Systems	Applications Developer	San Mateo, CA	J. DeBalko	P: 415-524-5705	F:
IDG/B	Admin	Temporary Employees	Foster City, CA	A. Patton	P: 415-655-3230	F: 415-655-3206
IDG/B	Art/Design	Graphics Coordinator	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Art/Design	Graphics Production Specialist	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Acquisitions Editors - Dummies Trade Press (2)	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Copy Editor	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Copy Writer, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Development Editor, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Editorial Manager, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Editorial Positions	Chicago, IL	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Edit	Manager, Editorial Development, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Project Editor, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Finance	Director, Financial Analysis and Planning	Foster City, CA	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Mgr	Acquisitions Manager	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Mktg	Director of Brand Marketing	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Mktg	Marketing Coordinator, Emerging Markets	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Mktg	Packaging/Graphics Coordinator	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Mktg	Publicist, Dummies Group	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Operations	Director, Voice/Data Communication	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Prod	Foreign Rights Assistant	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Prod	Production Assistant	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Prod	Production Quality Control Specialist	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Prod	Supervisor, Page Layout	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Sales	Catalog Coordinator	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Corporate Key Account Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206

Job Opportunities - Week of January, 27, 1997

BU	Category	Title	Location	Contact	Phone	Fax
IDG/B	Sales	Customer Service Rep	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Educational Account Manager	CA IL NY GA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Sales Associate, Emerging Markets PT [4]	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Sales Support Associate	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Systems	Product Technical Support Representative, PT	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	System Analyst	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/CSC	Finance	Corporate Finance Specialist, PT	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/CSG	Exec	Publisher/Product Champion	TBD	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IFTW	Facil	Office Services Supervisor	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFW	Edit	Copy Editor	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Operations	Ad Coordinator	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Systems	Network Specialist	San Mateo, CA	S. Moore	P: 415-312-0631	F: 415-312-0668
IMS	Admin	Department Assistant, Part-Time	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Rsch	International Research Analyst-P/T (20 hrs)	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Sales	Director of International Accounts	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IMS	Sales	Director of International Accounts	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IMS	Sales	Director, National Accounts	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Sales	Director, National Accounts	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Systems	Manager of Information Systems	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS/Online	Ad Sales	Ad Traffic Coordinator, Global Web Ad Network	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS/Online	Ad Sales	Operations Director, Global Web Advertising Network	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS/Online	Admin	Assistant - IMS Internet Product Development Group	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Admin	Financial Administrator	Boston, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IPS	Edit	Editorial Assistant	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Edit	Munich Correspondent	Munich, Germany	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Misc.	Licensing Administration and Support Manager	Boston, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IPS	Systems	IS Support Specialist	Boston, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
MAC	Edit	Associate Editor (Reviews)	San Francisco, CA	C. Person	P: 415-978-3345	F: 415-442-0766
MAC	Edit	Associate/Sr. Associate Editor (Features)	San Francisco, CA	G. Gruman	P: 415-978-3176	F: 415-442-0766
MAC	On-Line	Content Engineer, Online	San Francisco, CA	P. Devine	P: 415-978-3247	F: 415-442-0766
MAC	On-Line	Online Account Manager (Inside Sales)	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
MAC/PCW	Facil	Office Services Manager	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
NW	Edit	Copy Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Managing Editor, Features	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	District Sales Manager	Rochelle Park, NJ	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	Sales Manager	Santa Clara, CA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
PC Games	Edit	Online Editor	San Mateo, CA	S. Klett	P: 415-286-2544	F: 415-349-5279
PCW	Admin	Administrative Assistant	Rochelle Park, NJ	T. Ohara	P: 415-978-3204	F: 415-974-7316
PCW	Admin	Administrative Assistant	San Francisco, CA	L. Grubbs	P: 415-978-3275	F: 415-442-1891
PCW	Circ	Circulation Assistant	San Francisco, CA	D. Cobb	P: 415-987-3255	F: 415-442-1891
PCW	Circ	Customer Service Specialist	San Francisco, CA	D. Cobb	P: 415-987-3255	F: 415-442-1891
PCW	Edit	Copy Chief	San Francisco, CA	L. Camus	P: 415-267-1793	F: 415-442-1891
PCW	Edit	Editorial Assistant, Reviews	San Francisco, CA	R. Farrance	P: 415-442-1891	F: 415-442-1891
PCW	Sales	Account Manager	Rochelle Park, NJ	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Sales	Account Representative	MA or NJ	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Sales	Western Advertising Director	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Systems	Performance Analyst	San Francisco, CA	U. Diehlmann	P: 415-974-7429	F: 415-974-7316
PCW	Systems	Performance Analyst (2)	San Francisco, CA	Testing Mgr	P:	F: 415-974-7316
PCW - Hong Kong	Edit	Editor	Hong Kong	M. de Almeida	P: 011-852-2861-3238	F: 011-852-2861-0953
PCW/Online	Art/Design	Manager of Online Design	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
PCW/Online	bus dev	Business Analyst	San Francisco, CA	T. Gewecke	P: 415-978-3153	F: 415-974-7316
PCW/Online	Mgr	Multimedia Development Manager	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
PCW/Online	On-Line	Applications Developer	San Francisco, CA	N. Miller	P: 415-974-7338	F: 415-442-1891
PCW/Online	On-Line	Marketing Coordinator	San Francisco, CA	S. Danish	P: 415-978-3226	F: 415-975-2662
PCW/Online	Operations	Producer	San Francisco, CA	N. Miller	P: 415-974-7338	F: 415-442-1891
PCW/Online	Sales	Inside Sales Representative (2)	San Francisco, CA	S. Shore	P: 415-602-2607	F: 415-442-1891
PCW/WEB Magazin	Art/Design	Designer	San Francisco, CA	A. Morgan	P: 415-267-1759	F: 415-442-1891
PCW/WEB Magazin	Circ	Circulation Promotion Manager	San Francisco, CA	E. Di Matteo	P: 415-987-3107	F: 415-442-1891
PCW/WEB Magazin	Circ	Single Copy Sales Coordinator	San Francisco, CA	C. Stephenson	P: 415-978-3166	F: 415-442-1891
PCW/WEB Magazin	Edit	Editorial Assistant	San Francisco, CA	Dan Miller	P: 415-978-3295	F: 415-442-1891
PCW/WEB Magazin	Mktg	Marketing Communications Manager	San Francisco, CA	C. Smukler	P: 415-974-7394	F: 415-267-4558
PCW/WEB Magazin	Operations	Manager Business Development	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Rsch	Research Manager	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Sales	Account Manager	San Francisco, CA	S. Laughlin	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Sales	Eastern Account Manager	Newark, NJ	S. Brown	P: 508-935-4099	F: 508-935-4600
PCW/WEB Magazin	Sales	Sales Associate	Newark, NJ	S. Brown	P: 508-935-4099	F: 508-935-4600
Publish	Admin	Administrative Assistant	San Francisco, CA	M. Higgins	P: 508-935-4766	F: 508-935-4600
Publish	Edit	Assistant Editor	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
TempWorld	Admin	Client Services Coordinator, Temporary	Framingham, MA	C. Curnyn	P: 508-935-4721	F: 508-935-4600
TempWorld	Systems	Desktop Support Specialist, Temporary	Framingham, MA	C. Curnyn	P: 508-935-4721	F: 508-935-4600
Web	Edit	Editor, SunWorld Online	San Francisco, CA	S. Lawton	P: 415-267-4599	F: 415-267-1732
Web Shopper	Ad Sales	Director of Sales	San Francisco, CA	D. Ezequelle	P: 415-267-4560	F: 415-975-2631
Web Shopper	Systems	Manager, Product Development	San Francisco, CA	D. Ezequelle	P: 415-267-4560	F: 415-975-2631

MACWORLD EXPO

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such companies as Prodigy, Motorola and IBM Microelectronics.

These numbers are especially heartening given the air of uncertainty surrounding Apple Computer, Inc.'s future.

Macworld CEO **Colin Crawford** said the unprecedented attendance at the show reflects the intensity of Apple's loyal base of users. "I believe that the record numbers are truly a testament to the underlying strength of the installed base," Crawford said. "It gives me great confidence that the Macintosh industry still has a great future."

Charlie Greco of MHA Event Management said another seemingly positive sign for the Macintosh industry may be the fact that more than 80% of Macworld Expo/San Francisco exhibitors have rebooked for San Francisco for 1998.

Those loyal Mac folks who flocked to Macworld Expo, held at the Moscone Center in San Francisco, experienced a flurry of activity from the star-studded beginning.

Apple Chairman and CEO Gil Amelio kicked off his first Macworld Expo/San Francisco keynote with a bang. Introduced by actor Jeff Goldblum, Amelio likened Apple's current status to the war won by Goldblum in his recent movie, "Independence Day."

Amelio compared Apple's challenge to the "three acts of 'Independence Day.' Act I: We're under attack. ... Act II: The good guys regroup. ... Act III: Just when everything seems the darkest — [there's a] counterattack." The speech that followed centered on Apple's most recent Mac developments.

In addition to Amelio's keynote, other highlights included the pre-gala presentation of *Macworld*'s 1997 World Class Awards. Awards were given in a range of categories from Best Product of the Year, which went to Power Computing's Power Tower Pro 225, to Best Digital Camera, won by Polaroid.

IDG's presence was felt at the show as well with both *Macworld* and IDG Books participating as exhibitors.

Macworld's booth consisted of several different features, including a display of Apple's Spartacus, a demo model of the company's 20th anniversary computer. The booth also served as a location where attendees could sign up to join Macworld Club.

The club, which was introduced at Macworld Expo/Boston in 1996, is a membership organization that combines the resources from Macworld Communications, Inc. and the Macintosh market. It provides its members with benefits such as discounts on items in the *Macworld* product line and access to the Macworld Club Web site. Almost 1,000 attendees signed up for the club in San Francisco, about the same number that joined in Boston, making the total membership just shy of 5,000.

In addition to serving as a book retailer, IDG Books held nine author signings for its hottest titles throughout the show. The most successful may have been the signing by David Pogue, co-author of *Macworld® Mac™ SECRETS*. Eager readers snatched up 170 books in an hour-and-a-half while Pogue was there.

In addition to the floor exhibitors, there were 11 tracks of conference sessions, with topics ranging from Web creativity to telecommuting. *Macworld* magazine sponsored one of these tracks, which was aimed at bringing the magazine's pages to life through sessions such as the Best of Show, Choosing the Best Mac for your Needs and the Best of *Macworld's* MacSecrets.

IDC U.K. Contributes to Charity

THE WINNERS OF THE IDC U.K. CHARITY *raffle assemble for a photo with Financial Manager* ***Gerardine McKeon*** *and IDC U.K. Managing Director* ***Keith Henry****. (Left to right): Finance Assistant* ***Cindy Koppa****, McKeon, Senior Project Manager* ***John Gilsenan****, Henry, Kim Myhre (guest), Telephone Interviewing Supervisor* ***Beate Karl*** *and Financial Controller* ***Robert White****.*

IDC U.K. employees got into the spirit of the season by holding the Second Annual IDC Christmas Charity Raffle during their holiday lunch last month.

Thanks to generous employees who signed their names to £10 notes and dropped them into a bin for the drawing, IDC raised £5,000 (US$8,000) for the children's charity Childline.

The five donated prizes ranged from a dinner/hotel package in London to a weekend for two in New York City.

Post-prize drawing entertainment was provided by IDC's own popular music group composed of **Ian Darbyshire**, **Martin Hingley**, **John Gilsenan** and **Richard Morland**.

GPSC INTRODUCES THE MACWORLD NETWORK

Macworld's Global Product Support Center was active at this year's Macworld Expo/San Francisco, sponsoring an International Product Line Meeting before the expo that drew *Macworld* staff from 14 countries. Out of this meeting came a new concept, the Macworld Network. The network is described as "a voluntary subset of the Macworld Product Line." According to Cynthia Koral, director of marketing at *Macworld*, "The proposed network will consist of two revenue-generating ideas that stem from the same concept of combined brand strength — the aggregate online network and an international database." The Macworld Network will combine all global organizations that want to participate and any revenue that is generated will be divided among all involved.

The Web site, which will be more of a home page directing end users to individual international sites, is not up and running as of yet. Discussions about the Macworld Network are still under way.

NOTEWORTHY

PROMOTIONS

Joanne Connelly has been named editor of *Federal Computer Week*. Her new title reflects the key role she plays in managing the paper's staff and in directing the award-winning news coverage, **Anne Armstrong**, editor-in-chief said.

Carolyn Marsan has been promoted to editor of *Government Best Buys*, *FCW*'s monthly test and review supplement. Carolyn will also handle the test portion of *civic.com* (a print and Web-based publication), work on creating revenue opportunities for the test center as an independent test resource and continue to work on *Federal Computer Week* on an as-needed basis.

Allan Holmes has been promoted to assistant managing editor of *Federal Computer Week*. In this new role he will edit the agency and policy sections.

John Monroe has been promoted to technology/features editor of *FCW*. He will handle the assignment and editing of features and provide some strategic guidance and planning on technology coverage in addition to his reporting responsibilities.

Ann Roskey has been promoted to director of online services for *Network World*. "Ann has been critical to the success that we are now enjoying with Network World Fusion," said **Bill Reinstein**, senior vice president of business development. "Her efforts have been tireless, wide in scope and always accomplished with a positive, 'can do' attitude that has endeared her to both our internal and external customers."

Network World's **Bob Brown** has been promoted to news director. "Bob will take a more strategic role in shaping *Network World* news," said **Doug Barney**, news editor. "The promotion also recognizes the role that Bob has played in improving our graphics process."

BROWN

Cathy Sampson's promotion to print buying supervisor has taken her from the advertisement operations department of *Network World* to the production department. Cathy will be responsible for overseeing the pricing, research and printing of all business reply mail, inserts, outserts and wraps, as well as assisting with print vendor searches.

Judy Hodges has been promoted to research manager, cross-industry applications at IDC. She covers a broad range of cross-industry applications research topics, including financial, human resources and payroll and project management. "Judy has been a key contributor to the growth of the Application and Information Access group over the past couple of years," said **Clare Gillan**, vice president of Applications and Information Access Research.

IDC's **Elizabeth Martin** has been promoted to human resources representative. "Elizabeth's thoughtfulness in meeting her clients' needs and developing strong relationships demonstrates how she values customer service," said **Debbie Bernardi**, human resources director. "She continually shows great enthusiasm and dedication as she organizes and manages all of her projects."

NEW EMPLOYEES

Sean Landry has been hired as recruitment and direct response advertising coordinator of *Network World*. Sean has worked for both the production and art departments on a contract basis for the past four months.

Warren Cruz, who worked at IDG as a temp for a year, has started at IDG Books in Foster City, Calif., as an order services representative. Warren attends Skyline Junior College and San Francisco State University. He enjoys playing basketball with colleagues, surfing and dancing the Tahitian Ori and Hawaiian Hula.

ODESSA GUEVARA

CRUZ

Christopher Hoffman has started with IDC as a research manager for software support and integration services. He previously ran his own firm, which provided management consulting services. He has a B.A. in accounting from Stonehill College and enjoys golf, music and traveling.

Jill Frankle has joined IDC/LINK as a senior analyst in New York. She previously worked at Golub Associates, Inc. as a research analyst. She has a bachelor of business administration in finance from the University of Michigan. Jill's interests include photography and travel.

Roger Arevalo has joined *PC Games* as an account manager. He has a degree in industrial and organizational psychology from San Francisco State University and enjoys skiing and biking.

Deena Patel has also started with *PC Games* as the production manager. She previously was an advertising production manager for Metro Newspapers. Deena has a B.A. in fine arts/photography from San Jose State University. Her hobbies include painting and photography.

AREVALO

PATEL

Laurie Marinone joins *Computerworld* as a district sales manager. She was previously an advertising sales representative in Boston for *The Wall Street Journal*. Laurie has a B.A. in English from Smith College. Her interests include skiing, hiking, golfing and gardening. Her most recent accomplishment is building a 14′ x 16′ deck she claims could withstand the weight of two circus elephants!

Sheila Arlen is a new switchboard operator at *Computerworld*. She attended Lee College in Texas. Outside interests include volunteering at the Massachusetts Society for the Prevention of Cruelty to Animals.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-THREE YEARS
Joanne Oteri - Computerworld

TWENTY-TWO YEARS
Dieter Eckbauer - IDG Germany

TWENTY-ONE YEARS
Rainer Oberlander - IDG Germany

EIGHTEEN YEARS
Josef Lohner - IDG Germany

SEVENTEEN YEARS
Klemens Paunert - IDG Germany

SIXTEEN YEARS
Joanne Boiardi - Computerworld

FIFTEEN YEARS
Bernhard Weeser-Krell - IDG Germany
Kazuhiro Hara - IDG Japan

FOURTEEN YEARS
Michelle Reyes - IDG Central Services
Andreas Forth - IDG Germany
Beverly Wolff - Computerworld
Joan Daly - FCW Gov't Tech Group

THIRTEEN YEARS
Paula Foss - Computerworld

TWELVE YEARS
Paul Bonarrigo - Macworld

TEN YEARS
Kathryn Taplett - Computerworld
Kimberly Schuberthan - Computerworld

NINE YEARS
Erika Schonberger - IDG Germany
Ulrike Pape - IDG Germany
Barbara Urbaniak - IDG Germany
Gregg Pinsky - Computerworld
Francisco Castillo - IDG Mexico
Judith Garcia - IDG Venezuela

EIGHT YEARS
Sonja Lack - IDG Germany

SEVEN YEARS
Tammy Boisvert - Computerworld
Chip Zaborowski - Computerworld
Teresa Scuzzarella - IDG
Marlene Levis - CIO

SIX YEARS
Holger Heppner - IDG Germany
Ralph Peter Rauchfuss - IDG Germany
Jennifer Schlee - IDG Germany
Martha von der Soeren - IDG Germany
Claudia Volk - IDG Germany

FIVE YEARS
Christina Wood - PC World
Anne Kandra - PC World
Mike Wallace - PC World
Jonas Hoglund - PC World
Ute Zirus - IDG Germany
Ludger Schmitz - IDG Germany
Daniel Garcia - IDG Mexico

FOUR YEARS
Ursula Grimm - IDG Germany
Snezana Dejanovic - IDG Germany
Kriemhilde Klippstatter - IDG Germany
Colin Crawford - Macworld
Shoko Furukawa - IDC Japan

THREE YEARS
Bernd Fenske - IDG Germany
Andrea Kirchmeier - IDG Germany
Heike Schoner - IDG Germany
J. Papenfub-Miketta - IDG Germany
Dagmar de Aquino - IDG Germany
Daniela Radzio - IDG Germany
Mara Cecilia Pluma - IDG Mexico

TWO YEARS
Chrissie Selfridge - PC World
Stan Erhart - PC World
Kecia Nordgren - PC World
Andreas Helmib - IDG Germany
Monika Tenbieg - IDG Germany
Christina Auer - IDG Germany
Rupprecht Purkhold - IDG Germany
Jessica Lindheimer - IDG Newsletters
Jeffrey Heather - IDG
Richard Bailey - IDG UK
Vibe Andersen - IDG Denmark
Christy Shade - InfoWorld
Eugenio Barahona - IDG Spain

ONE YEAR
Mario di Meola - IDG Germany
Christine Kohn - IDG Germany
Ralph Walczyk - IDG Germany
Sabine Prehl - IDG Germany
Vladimira Jelinkova - IDG Germany
Petra Keber - IDG Germany
Bruno Volk - IDG Germany
Edeltraud Denk - IDG Germany
Claudia Pielen - IDG Germany
Debra Falasca - ETS
Susan Waring - ICE
Erica Tibbetts - IDG
Kyoko Ikeda - IDG Japan
Peter Cernik - IDG Venezuela
Morten T. Svendsen - IDG Denmark
Ozgur Demir - IDG Turkey
Stacy Herd - IDG Books
Barbara Cosseboom - Computerworld
Dennis Caristi - Computerworld
Michael Parkhurst - Computerworld
Keith Huddelston - InfoWorld
Oscar Garcia - IDG Spain
Ana Gonzalez - IDG Spain
Carlos Chenel - IDG Spain
Claudia Cavalleri - IDG Italy
Silvia Santi - IDG Italy

DATES SET FOR PCW MEETINGS

The PC World Global Product Support Center will host three PC World Product Line Meetings in 1997. All members of the *PC World* global product line are welcome to attend one of the three meetings, which aim to provide a stimulating forum for new ideas, networking and discussion of print/online publishing issues relevant to the global *PC World* brand. Involvement from all *PCW* publications is welcomed and encouraged.

- **March 4-6** **Latin American Meeting,**
  Casa de Campo, Dominican Republic
- **April 9-11** **Asian Meeting, Toyko**
- **May 20-22** **European Meeting, Amsterdam**

For more information please contact Angie Weber, PC World Global Product Support Center (angie_weber@pcworld.com, tel: 415-267-1724).

CELEBRATING 10

John Robison

HOME: Ashland, Mass.

JOINED IDG: June 1986 as a credit analyst.

CURRENT POSITION: Senior credit analyst, responsible for evaluating credit applications and processing magazine closings.

MOST CHALLENGING PART OF YOUR JOB: Keeping account managers happy!

BEST PART OF YOUR JOB: Traveling to trade shows and buisness units to meet with people I work with on a daily basis.

LATEST ACCOMPLISHMENT: This past fall my friend and I constructed a patio deck in the backyard.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The constant challenges of working with the business units and especially the people I work with at 5 Speen Street.

INTERESTS OUTSIDE THE OFFICE: My girlfriend Robin and cats Smokey and Tyler, music, billiards and the Swamp Rats (IDG softball team).

MOST REWARDING THING YOU'VE EVER DONE? With a little help from my friends, the recycling effort at 5 Speen St. has been phenomenal. Thanks to everyone who contributes and helps out!

DREAM DESTINATION: Some oceanfront property in south Florida.

FANTASY JOB: Record company executive.

THE RITZ-CARLTON

IDG'S JOHN ROBISON (RIGHT) JOINS COMPANY CHAIRMAN *Pat McGovern* *for dinner at Boston's Ritz-Carlton in honor of his 10 years of service to the company.*

FIVE PEOPLE LIVING OR DEAD YOU'D INVITE TO A DINNER PARTY: Mom and Dad, Robin's dad, Steven Tyler (lead singer for Aerosmith), guitarists Joe Satriani and Stevie Ray Vaughn.

YOUR IDEA OF A PERFECT WEEKEND: Watching the Patriots win the Super Bowl!

MANAGER'S PROFILE: "John is the ultimate team player; he gains great joy out of helping others. His unbridled enthusiasm and resourcefulness make it a true pleasure for those who are fortunate to work with him."

- ***Amy Hanania**, corporate credit manager, IDG*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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IDG WEB SITE NOW REQUIRES USER REGISTRATION
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CIO'S SARA McGARRY GETS A KICK OUT OF BALANCING WORK AND PLAY
PAGE 4

IDC'S 13TH ANNUAL PEACOCK AWARD RECIPIENTS CONTINUE LEGACY OF EXCELLENCE
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IntraNet Magazine Debuts in South African Market

South African network IS professionals last month got their first look at the latest IDG publication to debut in the local market: *IntraNet Magazine*. The monthly tabloid is being distributed to readers of *Network World SA* and will examine how companies are using Internet technologies within organizations to enhance information exchange and support collaborative effort and electronic commerce.

IntraNet
magazine
Star power
Also inside

"*IntraNet Magazine*'s case studies, tests and product reviews will help ensure readers have the information they need to make the best intranet buying decisions," said Editor **Jocelyne Bayer**.

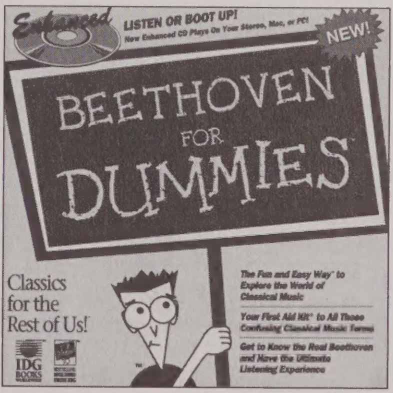
The South African version of *IntraNet Magazine* will adopt the same format as its U.S. counterpart (published by Network World, Inc.) and will have a very similar "look and feel," Bayer noted, although "obviously we will incorporate locally generated articles of a technical nature including commentary, case studies, interviews and product stories."

• CONTINUED PAGE 7 •

IDG Books Hits Right Note with Classical Music ECDs

With 400,000 units shipped, series is off to phenomenal start

IDG Books Worldwide's new *Classical Music For Dummies* series on enhanced compact disc (ECD) has caught the fancy of listeners who enjoy classical music and want to learn more. Although IDG Books' own companion books, *Classical Music For Dummies* and *Opera For Dummies*, won't appear until September 1997, 24 ECDs — which are produced and released by Angel/EMI under a licensing agreement with IDG Books — appeared in U.S. book and music stores at the end of October. Already nearly 400,000 units have been shipped.


Enhanced
LISTEN OR BOOT UP!
New Enhanced CD Plays On Your Stereo, Mac, or PC!
NEW!
BEETHOVEN FOR DUMMIES
Classics for the Rest of Us!
IDG BOOKS
The Fun and Easy Way to Explore the World of Classical Music
Your First Aid Kit to All Those Confusing Classical Music Terms
Get to Know the Real Beethoven and Have the Ultimate Listening Experience

Given that an average classical CD may sell a total of 5,000 to 10,000 copies, according to Angel /EMI, the series is off to a phenomenal start and has far exceeded Angel's expectations.

Each ECD issued to date focuses on a different composer and is suitable for both the sophisticated classical music fan and those new to the symphonic arena. Listeners who play the ECD on a stereo compact disc player are treated to an hour's worth of music from the composer's most famous works. The music is drawn from Angel/EMI's extensive repertoire of recordings by distinguished conductors, orchestras and performers such as Sir Neville Mariner and the Academy of St. Martin in the Fields, Yehudi Menuhin, Nathan Milstein and Claudio Arrau. The 12-page booklet of liner notes in each jewel case is created by IDG Books in the irreverent ...*For Dummies*™ style. The text includes a wealth of information including the composer's biography, a pronunciation guide and glossary of musical terms, descriptions of the selected works, additional recommended recordings and more.

Listeners who use the ECD on a computer may choose to access a multimedia section, which was created by California-based media entertainment developers Highway One. Users can bring the text in the liner notes to life by, for example, calling up photos of the composer and

• CONTINUED PAGE 5 •

IN BRIEF

Sign In, Please!

IDG opts to register users of its home page

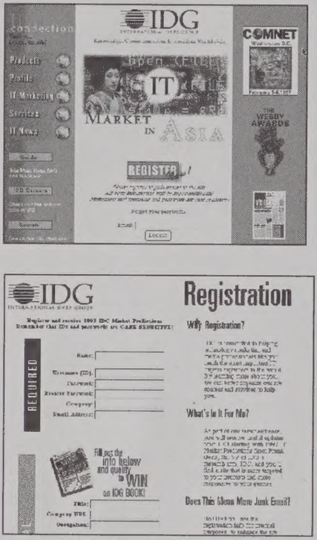
Those users who have stopped by IDG's home page lately may have experienced a slight delay in accessing their favorite IDG sites. That's because the site is now requiring users to register, and access to everything, except the front page and help screen, is restricted to registered users.

International Marketing Services' Webmaster **Huan Nghiem** said registering users is a good way for IDG to get a better sense of who the site's audience is and will also help the company better serve its target audience of IT vendors and ad agencies.

"Registering is the best way to draw that information," Nghiem said. "The form is short and not intrusive so that people who want the information [on the site] won't feel like filling it out is too much to do."

Registered users will receive periodic updates from IDG via e-mail, starting with IDC's 1997 *IT Market Predictions* from **Frank Gens**, IDC senior vice president. Users may unsubscribe from these updates at any time. The updates serve two purposes. They provide useful information to members of the IT industry, and they serve as a reminder for users who haven't visited the site recently.

To register, visit the home page at http://www.idg.com and click on the Register Now icon. It will bring you to the registration screen where you fill in your name and the username and password of your choice. As a promotional incentive, users who register can enter themselves in a drawing for an IDG *...For Dummies* book. 🖳



USERS WHO VISIT THE IDG *home page will be first greeted with the front page (top) and will then be brought to the registration screen once they try to access any other page on the site.*

IDG Partner ExecuTrain Adds First Licensee in China

DURING A VISIT TO CHINA IN SEPTEMBER, IDG CHAIRMAN ***Pat McGovern*** *(center) met with representatives of IDG's ExecuTrain licensee, Beijing International Technology Cooperation Center: Ren Tingchang, manager, General Affairs Dept. (second from left); Bai Zhengyu, general manager (third from right); and Di Kaixuan, manager, training department (second from right). Accompanying McGovern were* ***Quan Zhou****, president of PTV/China (far left);* ***Tom Mathews****, director, IDG corporate/international HR programs (third from left); and* ***Hugo Shong****, director, IDG Asia Business Development (far right).*

IDG will have its full complement of services (publishing, expositions, research and training) in place in China with this month's opening of the country's first independent professional training company.

The Beijing International Technology Cooperation Center, which has been providing training to Siemens personnel for the past decade, has been selected as the first ExecuTrain licensee in China. IDG China serves as the "master franchise" for ExecuTrain in China and, as such, may award franchises to qualified organizations. Up until now, virtually all computer training had been provided by vendors themselves. The new ExecuTrain office will serve as an authorized training center for AutoDesk, Novell and Microsoft.

IDG expects to expand quickly in China with offices opening soon in Shanghai and Guangdong. According to IDC, the compound annual growth rate of the PC market in China will be 32% through the year 2000. 🖳

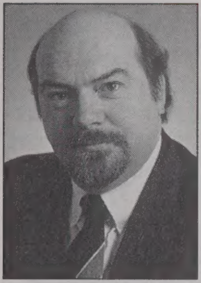
DON'T TOUCH THAT DIAL!

Your monitor is seeing things correctly. *IDG World Update Online* is now publishing photos and graphics in color whenever possible. Check out this latest enhancement to *World Update Online* at http://idgcentral.com. If you have not yet visited the site and need a login and password, send a request to globalcomm@idg.com, and you'll be on your way to seeing things in a whole new light!

NW GPSC Plans Meeting

The first Network World Global Product Line Summit is scheduled for March 11-13 in Madrid, Spain. All members of the *Network World* global product line are welcome to attend. For more information, please contact **Joanne Wittren**, Network World Global Product Support Center (e-mail: jwittren@nww.com, tel: 508-820-7432).

ON LINE



MARTIN TAYLOR

IDG New Zealand's managing director is this week's columnist.

IDG NEW ZEALAND AT A GLANCE

YEAR OFFICE ESTABLISHED: 1986

NUMBER OF EMPLOYEES: 55

CURRENT PUBLICATION LINEUP:
Weekly: *Computerworld*
Monthly: *PC World*
Bi-monthly: *Network World, MTB (Management Technology Briefing), Computer Buyer*
Annual/Semi-annual: *NZ Computer Industry Directory, NZ Guides*
Internet: @IDG (www.idg.co.nz)
Events: Computerworld Expo, Internet Expo, seminars and conferences.

OFFICE'S MOST RECENT ACCOMPLISHMENT: We've just been celebrating a first-quarter result in which we are up 12 market share points on a year ago with a record 64% share for IDG. This is despite there being an additional competitor in the market in the form of *PC Magazine*.

DATE YOU JOINED THE COMPANY: I joined 10 years ago and was hired as a reporter on the first issue of *CW New Zealand*.

WHAT WERE YOU DOING BEFORE YOU JOINED IDG? I spent about five years in the PC industry in sales and product management roles. Immediately prior to joining IDG, I had a stint as an analyst for a venture capital company.

Q Could you briefly describe New Zealand's IT publishing market?

A In common with many small international markets, we view our competition quite broadly. On the weekly front, *Computerworld* competes against a publication called *Infotech Weekly,* which is the nationally distributed computer section of a daily newspaper. *CW* is just ahead in market share but it keeps the *CW* team on its toes both in terms of editorial and ad sales. In the monthly market, *PC World* competes with *PC Magazine* and a homegrown magazine, *Bits and Bytes*. *PCW* holds 50% of the advertising in this three-book market. In the broader magazine market, IDG is among New Zealand's six largest magazine publishers.

As the dominant player in a mature market, how do you continue to grow your business?

The market for ad pages in IT publications has grown just 5% a year for the past five years and the IT market itself is growing at a similar rate. Last year was an exception with the market actually shrinking! IDG holds about two-thirds of the market if newspaper supplements are counted, 80% if they're excluded. The reality in a small market is that you must define your competition widely. We put a lot of effort into selling the computer magazines category against alternatives such as newspapers and business magazines. We've been growing market share but with such a high share of a fairly mature market, it becomes very challenging to find incremental profit opportunities. We've had to become a very diversified company with lots of different products and a team of great "multi-taskers" since most staff work on multiple products.

What kinds of online services do you offer customers?

Our Web site was launched last year. It's called @IDG (www.idg.co.nz) and has been developed as a separate publication rather than a publication-aligned Web site. It receives about 25,000 visits (125,000 page impressions) a month with traffic growing at about 25% a month since launch. We've just started selling advertising on it but have fairly modest initial expectations since there is almost no local market yet for Web advertising.

What new projects are you planning this year?

After battling through a very tough market last year, we're putting most of our emphasis on honing our eight existing publications and three expos and maximizing their revenue and profit growth. That said, we're currently looking at launching a bimonthly telecommunications magazine and certainly plan to produce some special issues relating to Internet topics.

What are the biggest challenges facing you and/or your company in the months ahead?

Making plan in a market where every 1% counts and you can't hide behind a rapidly growing market to cover your mistakes! At the same time, continually trying new things because you've got to innovate to grow.

Does IDG New Zealand team up with the local IDC office on any projects?

We have lots of contact with IDC and constantly look for new opportunities. We commission IDC to research the quarterly "IDG Brand Index," a measure of brand preference among buyers. We're working with IDC now to turn this into a commercially viable IDC product. We have great support for our events from IDC and have been looking at working together on the quarterly research projects we undertake on our Computerworld 1000 list of the top business and government organizations in NZ.

Name three things that characterize life at IDG New Zealand.

Success, constant innovation and change generate a lot of positive energy. On the other hand, our two most requested areas for training are time management and stress management. Maybe there's some sort of relationship there!

OFF SITE

CIO's Sara McGarry Balances Work and Play

IDG WORLD UPDATE

CIO MARKETING COMMUNICATIONS MANAGER SARA McGARRY *continues to pursue her lifelong interest in soccer. Nights and weekends she can be found competing on three Framingham-area teams.*

Sara McGarry has been going to work at CIO Communications for just a little over two years now. But she's been going to soccer practice for just a little over 24. A marketing communications manager by day, Sara is an avid soccer player and enthusiast by night.

Her interest in the sport was sparked at a young age. "I began playing soccer when I was five," recalls the 29-year-old. "I have a brother who is three years older than I am who was playing and I wanted to be like him." She soon achieved her goal, playing side-by-side with him for the first few years on coed children's teams. "I continued on, and it's been pretty much non-stop since then — on town teams and throughout high school and college," she said.

Sara's athletic talent led to a scholarship at New Hampshire College, where she helped the women's soccer team earn the ECAC Division II championship for three out of her four years.

TAKEN BY STORM

After graduation she continued to play competitively in various leagues, and in the summer of 1994 she tried out for the Boston Storm, a women's team with aspirations of turning professional. She earned a spot on the Storm's offensive line as a right wing, and played with the team for the summer as part of its inaugural season on the semi-pro circuit. While working full-time, Sara devoted up 10 hours a week to the Storm, often traveling to New York or New Jersey for games.

Concerned about her inability to give her all to the team, Sara decided to leave the Boston Storm after its first season. Most of the women on the team were much younger than she, between the ages of 17 and 22, and were able to participate without having to sacrifice a career or other outside responsibilities. "That opportunity wasn't there for me when I graduated from college," Sara said wistfully.

Taking time off from work to join the team on road trips was also posing a problem for Sara, who was not getting paid to play, since the team had no sponsors for its inaugural season.

In search of a more recreational outlet for her interest, Sara quickly joined up with two new leagues. She currently plays on three — a women's, a men's and a coed team — which play year round in various locations, both indoors and outdoors. The evening practices and local weekend games of these teams fit more cohesively into her busy schedule.

Sara has remained an avid soccer player into her adult life for a number of reasons. "I've stayed with it so long because I'm highly competitive. Also, at the age of 29, it's kind of a social thing for me. I get to see a lot of people my age," she said, noting that most of her current teammates are over the age of 25.

And she doesn't see herself hanging up her cleats any time soon. "I'll keep playing as long as I can," she said.

Thanks to IDG World Update intern Renee Lajeunesse for contributing this story.

...AND NOW FOR YOUR LISTENING (AND LEARNING) PLEASURE

Composers currently available in IDG Books' Classical Music for Dummies CDs series are:

Bach
Beethoven
Berlioz
Brahms
Chopin
Debussy
Dvorak
Grieg
Handel
Mahler
Mendelssohn
Mozart
Prokofiev
Rachmaninov
Ravel
Rimsky-Korsakov
Sibelius
Johann Strauss
Richard Strauss
Stravinsky
Tchaikovsky
Verdi
Vivaldi
Wagner

Upcoming releases in the series will include:

For release in March:
- **Opera For Dummies**
- **Piano For Dummies**
- **Baroque For Dummies**
- **Puccini For Dummies**
- **Gregorian Chants For Dummies**

For release in June:
- **Classical Music for Dummies**
- **Tenors For Dummies**
- **Sopranos For Dummies**
- **Early Music For Dummies**
- **Marches For Dummies**
- **Romantic Music For Dummies**

Ad Sales Administrative Assistant (MAC)
This candidate will be responsible for providing administrative support to a team of Ad Sales professionals. The ideal candidate must have a minimum of 2 years office experience, preferably in a sales environment, able to exercise a high level of professionalism, is self-sufficient with good verbal and written communication skills, and able to juggle multiple priorities and meet deadlines. Macintosh proficiency (MS Word, Excel, and Filemaker Pro) is a must. This position is ideal for anyone who has a strong desire to learn about advertising sales in the publishing industry.
Location: San Francisco, CA
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: marisa_chow@macworld.com

Office Manager/Sales Assistant (NW)
This position is a dual role with both Sales Assistant and Office Managerial responsibilities. In the Office Manager role, duties involve handling all aspects of the office such as coordinating moves, answering phones, processing invoices, maintaining vendor relations, maintaining all office equipment (i.e. phones, computers, faxes, copiers), distributing mail, and monitoring inventory/supplies. Sales Assistant responsibilities include maintaining comp lists and media kits, helping correlate and prepare requests for proposals (RFPs), preparing presentations on PowerPoint, handling correspondence and providing additional assistance as needed. Strong communication skills, organizational skills, attention to detail and computer skills are necessary. ***Location: Santa Clara, CA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Designer (PC Games)
Responsibilities include design and layout of editorial content for PC Games magazine and related products. Requires professional with 2+ years experience working in a design/ad agency, publishing or an equivalent creative, deadline driven environment. Four color Macintosh DTP with proficiency in Freehand, Illustrator, QuarkXPress, and Photoshop. You must have superior organization skills, handle a high volume of quality design with changing priorities in a fun environment, and effectively coordinate and organize the flow of design materials between editorial and production. Interest in PC games a definite plus. ***Location: San Mateo, CA***
Contact: J. Ma, Fax: 415-349-5279, Phone: 415-286-2555, Email: -NA-

Account Manager (PCW)
To pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for the Northern California territory. To service and maintain all advertising after the sale is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Prior sales experience in computer publishing industry, thorough knowledge of PC's products and marketplace. Knowledge of the Northern California territory is desired. Excellent written and verbal communications skills and organizational skills. ***Location: San Francisco, CA***
Contact: B. Carrigan, Fax: 415-442-1891, Phone: 415-974-7405, Email: -NA-

Administrative Assistant (Web Shopper)
To provide clerical , customer service, general office and accounting/finance support as needed. Must have professional phone manner, be highly organized, have great attention to detail, be able to prioritize and juggle multiple tasks in a fast paced environment. Proficiency in Word for Windows, Excel, and ACT preferred. Minimum of 1 year clerical experience required and a background in accounting/finance preferred. Prior publishing or accounting/finance background experience a plus. ***Location: San Francisco, CA***
Contact: D. Ezequelle, Fax: 415-975-2631, Phone: 415-267-4560, Email: david_ezequelle@pcworld.com

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Places where you can find the complete list of job opportunities across IDG:

1. *Lotus Notes - Job Opportunities Database*
2. *IDG Central: http://globalidg.com (to request access, send an email to: globalcomm@idg.com)*
3. *IDG home page: http://www.idg.com*
4. *Job Hotline: East Coast ⇨ 508-935-4406 West Coast ⇨ 415-978-3100*
5. *February 24, 1997 edition of the World Update*

IDG

Job Opportunities
Monday, February 3, 1997

Events Coordinator, Temporary (TempWorld)
IDG TempWorld, IDG's in-house temp pool, has an assignment for an Events Coordinator at Computerworld. The individual in this position will be responsible for event administration, logistics, and budget as well as providing support to the VP of Events. Individual must be resourceful, detail-oriented, and well-organized. Computer skills in word processing, spreadsheets, and presentation graphics are required. Some travel may also be required. Prior event/meeting planning experience desired. This is a full time temporary position through September. ***Location: Framingham, MA***
Contact: C. Curnyn, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_curnyn@idg.com

Copy Editor (IDC)
Primary responsibilities are copy editing of high-tech newsletters and reports, both on hard copy and online. The copy editor edits text, checks calculations on tables and figures, develops charts and graphs based on data provided, and works closely with authors. The copy editor also writes document descriptions and keywords. Strong editing and proofreading skills required. Knowledge of latest versions of Word and Excel required. Experience working with charts, graphs, and tabular data is essential, as are exhaustive attention to detail and the ability to keep many jobs moving at once. The ideal candidate will have 2-4 years of editing experience in a high-volume environment. Bachelor's degree preferred.
Location: Framingham, MA
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Research Manager, Printers (IDC)
IDC is seeking a Research Manager in the Printers/Peripherals area. This is a continuous research service which analyzes, forecasts, and services clients in the Printers/Peripherals market place. The position will be responsible for business development, client and prospect presentations, conducting and writing research and working with consulting on custom projects. This opening requires a college degree and relevant industry experience, the ability to write and present as well as familiarity with research methodologies. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Sr. Analyst, Business Network Services (IDC)
Candidate must have market knowledge in the telecommunications industry; specific knowledge in the data services arena including frame relay, ATM, internet, private line services, etc. Sr. Analyst will be responsible for tracking activities of primary service providers, creating and marketing both qualitative and quantitative written research reports, as well as manage primary research projects for a continuous information service. Additionally, this analyst will be responsible for direct client support. Strong word processing and spreadsheet design knowledge necessary. Minimum requirement of 3 years related experience. ***Location: MA or NY***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Publicity Assistant (IDG/B)
An energetic, able to handle multiple tasks and good humored individual is needed to share in the support of a growing publicity department. Must be computer capable, have strong organizational skills with excellent and clear communication skills (both written and oral) and be able to work under deadline pressures. At least one year office experience necessary as job entails faxing, maintaining department files, tracking, mailings, and producing clippings. Must also be team oriented.
Location: Foster City, CA
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

IDC Analysts Follow in Peacock's Footsteps

The legacy left by IDC's James Peacock was recognized again this year with the announcement of the 13th annual James Peacock Memorial Award winner in late January.

Iain Gillott, director of Wireless and Broadband Networking with IDC/LINK, was presented with a plaque and cash award of $3,000 for his contributions to IDC.

The Peacock Award was established in 1985 by IDG Chairman **Pat McGovern** in memory of Jim Peacock, a vice president of IDC for 15 years. The Peacock award recognizes the person at IDC's U.S. operations who best follows Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and effectively communicating the results of that research to IDC clients.

Three-year IDC veteran Gillott fit this description with his contributions in the global wireless communications market and in new product leadership in managing the pioneering 1996 Telecommunications Brand Equity project.

"Iain has become a very well-known wireless industry expert," said **Mark Winther**, vice president, Worldwide Telecommunications and Interactive Services. "I feel very lucky to have him as a colleague and team member. To recognize Iain's research excellence with a Peacock award provides a clear and effective means of defining the value he brings to our organization."

THE 1997 PEACOCK AWARDS HONORED TWO U.S. IDC ANALYSTS WHO MADE IMPORTANT *contributions to the company last year. Left to right: IDG Vice President/Technology* ***Bob Metcalfe****, who announced the awards;* ***Iain Gillott****, winner;* ***Henry Morris****, runner-up; and* ***Kirk Campbell****, IDC president and CEO, who ultimately decides the winner.*

IDG WORLD UPDATE

A Peacock award with a cash prize of $1,000 was given to runner-up **Henry Morris**, who has served as research director, Applications and Information Access (AIA) for almost two years. Morris brings more than 15 years applications development experience to the AIA group and provides a more technical bent to some of the group's research. In addition, he quickly developed expertise and industry reputation in a variety of application areas such as accounting, health care and financial services.

Nominated by members of strategic management teams at IDC, the winners are ultimately selected by IDC President and CEO **Kirk Campbell**.

CLASSICAL CDS

continued from page 1

significant events during the composer's lifetime.

Also, a musical interface section enables the user to explore the nuances of the performance in many ways, such as choosing a piece of music and isolating the various instruments that contribute to the passage.

First brand licensing deal

The classical CD series is IDG Books' first significant venture into brand licensing. The original idea that surfaced in 1994 was to publish *...For Dummies* classical music books that would have CDs bundled with them. Vice President/ Subsidiary Rights and Licensing **Marc Mikulich** took that idea a step further and began meeting with record companies to pursue a licensing deal for releasing stand-alone commercial CDs under the *...For Dummies* brand.

Other major labels expressed interest before the licensing agreement with Angel/EMI was reached last summer.

"We were attacted to Angel's extensive catalog — they celebrated their 100th anniversary last year — as well as their affinity for the book publishing and marketing process," Mikulich said. "Several of their key executives come from book publishing and their understanding of our business has already contributed to the effectiveness of this partnership."

Thrilled with the initial U.S release, IDG Books and Angel/EMI already have an additional 12 titles in preparation, six to be released in March, six in June.

Meanwhile, IDG Books and EMI U.K. are making plans to release the entire series throughout the rest of the world.

"The music series fits perfectly into the *...For Dummies* mission of demystifying an intimidating subject in an enjoyable and easy to use way that educates as it entertains," Mikulich said. "We're building a line of CDs that we expect to have on the market for years to come, even as it expands the markets for our existing products. The CD series has already attracted the attention of music educators, as well as potential partners in other media who see opportunity in their markets for the Dummies brand."

For more information on the Classical Music For Dummies CD series, contact IDG Books Rights & Licensing Department at fax 415-655-3281, e-mail mmikulich@idgbooks.com.

NOTEWORTHY

PROMOTIONS

Two employees have been promoted at IDC Latin America Research. **Natalie Eisner** now holds the title of manager, Latin America Research. "In addition to Natalie's research contribution, she is frequently relied upon for sales support — from her managers as well as the IDC sales staff," said Director **Lauri Jones**.

John-Marc Clark has been promoted to research manager. "John-Marc's ever-present positive approach is welcomed by me and all the staff," said Director **Eric Prothero**. "John-Marc will be responsible for building IDC's research capabilities and products in the systems and software areas."

Previously an editorial intern, **Jon Robinson** has been promoted to assistant editor of the GamePro Media Group. He has a B.A. in English with an emphasis in creative writing from San Francisco State University and enjoys writing fiction and poetry, some of which has been published.

CLAUDIA FUNG

ROBINSON

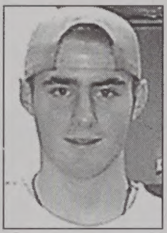
Glenna Fasold, formerly editorial assistant at *Network World*, has been promoted to office manager for the editorial department. "In her new position, Glenna will be the sole contact for all travel-related items," said **Cheryl Crivello**, assistant to Editor-in-Chief **John Gallant**. "She will also be working to improve the look and organization of the office."

Previously a research associate, **Eric Sheppard** has been named computer industry analyst at IDG Research Services. "This promotion reflects Eric's solid contributions to advertising research and continued outstanding support of sales and marketing clients within IDG's publishing units," said **Paul Fitzpatrick**, manager of Industry Analysis.

SHEPPARD

NEW EMPLOYEES

Robert Galea joins *Infotainment World* as a facility coordinator and mailroom worker. He previously worked for The Learning Company, testing software and conducting play-throughs. Currently a student at Ohlone College, Robert enjoys playing paintball.


CLAUDIA FUNG

GALEA

Jansen Chiu has been hired by International Marketing Services as an international marketing associate. Previously a prepress supervisor at Pyramid Graphics, Jansen studied international business and marketing at San Francisco State University. He enjoys basketball, coffee and the Internet.

Network World welcomes **Michael Draper** as vice president, Information Systems. He was previously the director of systems development and call center technical services at Stream International. "Mike is uniquely qualified for his new position, with some 16 years of high-tech experience," said CEO/President **Colin Ungaro**.

Sean Preston joins IDC Consulting as the consulting operations manager. He has previously been employed as a marketing specialist at MKS Instruments and OmniGene. Sean has a B.S. in International Business and Management from Northeastern University and enjoys sports, music and acting.

IDG WORLD UPDATE

PRESTON

PC World welcomes two new employees. **Peter Bloch** has started as a presentation specialist. His main responsibilities will include designing and producing sales and marketing materials. Peter attended the University of Oregon and enjoys hiking, biking and graphics.

Tobias Harting joins *PC World* as a financial assistant. Tobias was previously a student at Golden Gate University where he earned a B.S. in international management. He enjoys sailing, mountain biking and skiing.

Stanislav Shpits joins *Computerworld* as a programmer/analyst. Previously employed by Boston Toyota, Stanislav studied math, physics and programming at the Civil Engineering Academy in Odessa, Ukraine.

IDC welcomes **Milford Sprecher** as a research director. He was previously the vice president of Federal Sources, Inc. and enjoys repairs, gardening, running, reading and archaeology.

Tracy Thomsic has been hired by IDG Books/Foster City, Calif., as a development editor. Tracy, a voracious reader and film aficionada, previously worked at Quark, Inc. as a software editor.

TRANSFERS

After three years at IDG International Publishing Services, most recently as administrative assistant, **Jim Barattolo** has moved to *The Web* as a sales associate. Jim will provide administrative, sales and production support for the publication's Newark, N.J., sales office.

IDG WORLD UPDATE

BARATTOLO

Meera Srinivas has transferred to *InfoWorld* as a project manager for the "Source IT" and "Info Quote" products. She previously worked for IT Channel Services. Meera earned an M.A. in journalism from the University of South Carolina.

SRINIVAS

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTY-THREE YEARS
Patrick McGovern

TWENTY-TWO YEARS
Marion Kibbee

SEVENTEEN YEARS
Max Jaeger - IDG Australia
Kim Pennett - Computerworld
Sinval Silva - IDG Brazil

FOURTEEN YEARS
Seppl Heber - IDG Australia
Carl Marchi - Computerworld

THIRTEEN YEARS
Iris Clench - IDG Australia

TWELVE YEARS
Patricia White - Computerworld

ELEVEN YEARS
Deborah Goldstein - IDG

TEN YEARS
MaryAnne Sinville - IDC
Marty Garchar - Macworld
Penny Stevens - IDG
Rosane Serro - IDG Brazil

NINE YEARS
Liana Tatka - IDG Switzerland
David Beynon - IDG Australia
Bruce Stephen - IDC

EIGHT YEARS
Elfi Kuenzel - IDG Switzerland
Gina Steinmann - IDG Switzerland
Denise Elkins - IDG Australia
Arne Hurty - Macworld

SEVEN YEARS
Gunhild Haugnes - IDG Norway
Amanda Patrick - IDG Australia
Joanne Davies - IDG Australia
Cheryl Davis - CIO
Györgyi Birkus - IDG Hungary

SIX YEARS
James Hussey - Computerworld
Deborah Brennan - IDG

FIVE YEARS
Stefan Betschon - IDG Switzerland
Stephanie Fleckenstein - IDG Switzerland
Christina Maguire - Computerworld
Joyce Gillis - Computerworld
Aniela Zielinska - IDG Poland
László Horváth - IDG Hungary

FOUR YEARS
Joan Kelliher - IDG
Elana Varon - FCW
Niels Bentzen - IDG Denmark

THREE YEARS
Gabrielle Wheeler - IDG Australia
Philip Sim - IDG Australia
Jennifer Cooke - IDC
Michael Levi - IDC
Filiz Ormanci - IDG Turkey
Rob Guth - International Publishing Svcs.
Mary Rebecchi - IDG

TWO YEARS
Stratos Prodromakis - IDG Switzerland
Thomas Huerlimann - IDG Switzerland
Andrew Birmingham - IDG Australia
Angela Prodromou - IDG Australia
Mark Hobson - IDG Australia
William Zinsmeister - IDC/LINK
Natalie Eisner - IDC
Jessica Leonard - IDG Newsletter Corp.
Elaine Cummings - CIO
Richard Dean - IDG
István Sütõ - IDG Hungary

ONE YEAR
Sabina Braeuer - IDG Switzerland
Sonja Wunsch - IDG Switzerland
Victoria Hansena - IDG Norway
David Binning - IDG Australia
George Haynes - IDC Government
Philippe Daney de Marcillac - IDC
Elizabeth Chisholm - IDC
Kathleen LaPorte - IDC
Paris Burstyn - IDC/LINK
Ergin Saymaz - IDG Turkey
John Bosso - Computerworld
Andrew Burrell - ICE
Karen Fogerty - CIO
Molly Higgins - IDG
Humberto Carrillo - IDG Venezuela
Rosa Rodriguez - IDG Venezuela
Kazuki Seki - IDC Japan
Christina Chan - IDG Hong Kong

AND THE WINNER IS...

Congratulations to Sounthaly Outhavong, central regional sales associate for *CIO* in Dallas, and Joanne Boiardi, fulfillment manager at *Computerworld*. Their entries were selected in a random drawing of all correct entries received in the "Order, Please!" contest, which ran on page 10 of the Dec. 23 issue of *IDG World Update*. Sounthaly and Joanne will be sporting spiffy new sweatshirts in recognition of their efforts. Watch this space next week for the winners of the IDG Trivia contest, which ran in the Jan. 6 issue of the newsletter.

INTRANET MAGAZINE

continued from page 1

THE NETWORK WORLD/INTRANET TEAM *includes (from left):* ***Jocelyne Bayer****, editor;* ***Annali Fraser****, sub editor;* ***Mandy Howorth****, sales assistant and production;* ***Fred van de Werken****, assistant editor; and* ***Jackie Renwick****, advertising manager.*

The debut issue weighed in at 40 pages and the staff hopes, given the very promising initial advertiser response, to maintain that size.

While the adoption of intranet technologies is fairly new in South Africa, according to Bayer, "there is enormous interest, and this year we are expecting to see huge growth in this market."

In addition to the above titles, IT Media, which has partnered with IDG since 1992, publishes *Southern Africa's PC World* and *Computing S.A.*

For more information, contact Bayer at: jocelyne.bayer@it-media.co.za.

CELEBRATING 10

Ralph Finos

HOME: Holliston, Mass.

JOINED IDG: Sept. 1, 1980 as a consultant; laid off May 1, 1981; rehired July 1, 1986 as a managing consultant.

CURRENT TITLE: VP Systems, Software, Storage Consulting, IDC.

MOST MEMORABLE THING THAT'S EVER HAPPENED AT WORK? Having eight bosses in two years without ever changing my job; also I met and married my wife while at IDC.

JOINED IDG BECAUSE: My sister kicked me out of her apartment and I needed a job.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The food.

INTERESTS OUTSIDE THE OFFICE: Family, photography and antique maps.

MOST REWARDING THING YOU'VE EVER DONE: Being a dad to Marisa, 11, and Elisa, 9.

DREAM DESTINATION: The Moon.

WORDS TO LIVE BY: "One should not think too much, if one does not think too well." (Ted Williams on Sam Horn, 1990)

FANTASY JOB: Navigator on the Santa Maria, 1492.

FIRST JOB OUT OF COLLEGE? Psychiatric aide, Maine Medical Center in Portland, Maine.

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE? Map of Asia, c1590.

IDC'S RALPH FINOS (RIGHT) JOINS IDG CHAIRMAN ***Pat McGovern*** *for dinner at Boston's Ritz-Carlton in honor of his 10 years of service to the company.*

SIX PEOPLE — LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY? Abraham Lincoln, Franklin Delano Roosevelt, Leonardo da Vinci, William Shakespeare, Fyodor Mikhaylovich Dostoyevsky and Siddhartha Guatama Buddha.

PROFESSIONAL ROLE MODELS: Dwight Eisenhower, George C. Marshall.

MANAGER'S PROFILE: "Ralph is always upbeat despite the sometimes grueling pace of the business. His ability to put the chaotic into perspective is what makes him such a unique individual. For example, at IDC, Ralph and his team manage more than 150 projects to completion each year. This means that each week they face deadlines for three to four major projects with stringent quality requirements and budget constraints that must be delivered on time to a demanding set of clients."

— ***Dave Vellante****, senior vice president, IDC*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 6

February 10, 1997

ON LINE: ICE PRESIDENT RON MILTON TALKS ABOUT INTERNET COMMERCE EXPO
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SPOTLIGHT: PC GAMES IS AT THE FOREFRONT OF THE ONLINE GAMES BOOM
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

ACM97 to Examine IT's Impact 50 Years Hence

J.D. SLOAN

BOB METCALFE (RIGHT) TALKS TO *Computerworld Editor **Paul Gillin** (center) and Boston Globe Columnist Hiawatha Bray during the ACM97 preview party he hosted in Boston last month. Members of the press attended to learn more about ACM97 and listen to a preview of MIT Associate Professor Pattie Maes' ACM presentation on intelligent software agents.*

How will computers, the Internet, software and other aspects of information technology affect our lives 50 years from now? That's the question a stellar collection of IT visionaries will ponder at the Association for Computer Machinery's (ACM) worldwide conference March 3-5 in San Jose, Calif.

IDG Vice President of Technology **Bob Metcalfe** is the prime organizer of the event, which is one segment of a four-part celebration of ACM's 50th anniversary. ACM is the world's first and largest computing society.

• CONTINUED PAGE 2 •

IMS' Intel Events Educate Customers, Promote IDG Titles

IDG Marketing Services/Europe, Middle East and Africa has launched a new series of events designed to benefit Intel, one of its key clients, and IDG business units in the region.

According to **Charles Helliwell**, the IMS client services director who handles the Intel account, IMS discovered that Intel's locally based original equipment manufacturers (OEMs) were not well acquainted with the funding of the "Intel Inside" advertising program in Europe. The amount spent on the "Intel Inside" campaign is based on a percentage of the value of processors that are purchased from Intel. Since virtually all of the OEM contracts are negotiated and signed in the U.S., it is the U.S.-based OEMs that receive and spend the largest proportion of the "Intel Inside" budget.

> *"This represents a no-cost opportunity for Intel to talk directly to their OEMs, while IDG has the opportunity to cross-sell its magazines in front of the top-tier PC companies in Europe."*
>
> ***Charles Helliwell***

Given this situation, IMS proposed to co-host with Intel a series of training forums for Intel to educate the European subsidiaries of its OEMs and agencies about the ad campaign. Armed with more information, the European-based OEMs may be better able to persuade their U.S. colleagues to release more of the ad dollars into Europe — and therefore into the coffers of IDG publications in Europe. Intel would ideally like to have an even split of ad money between the U.S., Europe and Asia/Pacific, Helliwell noted, but the company doesn't have the authority to tell the OEMs where to spend their "Intel Inside" ad money.

IMS serves as the facilitator of the events, coordinates the participation of the local IDG business unit and Intel and provides the database of Intel OEMs for the invitations. The local IDG office sponsors the venue and any reception and creates a special "Intel Inside" discount ad offer for the participating OEMs.

"This represents a no-cost opportunity for Intel to talk directly to their OEMs, while IDG has the opportunity to cross-sell its magazines in front of the top-tier PC companies in Europe, under the im-

• CONTINUED PAGE 2 •

IN BRIEF

Network World Weighs In as Ad Page Leader for Second Year

Network World is the official market leader for the second consecutive year with the highest number of ad pages of all networking publications. According to The Auditor, an independent ad tracking company based in Ontario, *Network World* is the 1996 ad page leader over all networking publications with 2,123 total ad pages, followed by second place *Communications Week* with 2,096 ad pages, and third place *LAN Times* with 1,439 pages.

Network Trades	1996 Ad Pages
Network World	2,123
Communications Week	2,096
LAN Times	1,439
Network Computing	1,228
Data Communications	723
LAN Magazine	641

(SOURCE: THE AUDITOR)

For more information contact ***Heidi Creighton*** *at 508-820-7528, e-mail hcreight@nww.com.*

ACM97

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Computerworld and companies such as Sun Microsystems and Microsoft have each contributed $250,000 to underwrite ACM97.

ACM97 consists of a three-day conference with 17 sessions, a book (*Beyond Calculation: The Next 50 Years of Computing*), a Web site that will serve as a continuing forum for discussion on the long-term future of computing (http://www.acm.org/acm97) and an expo March 1-4 in San Jose that is free and open to the public.

The conference is $750 for non-ACM members. For registration information, call 1-800-342-6626, fax 212-944-1318, or e-mail acm97info@hq.acm.org.

CORRECTIONS

In last week's Off Site profile, *CIO*'s Sara McGarry was incorrectly identified as a marketing communications manager. Sara is manager, program marketing communications in the Executive Programs group. *CIO*'s marketing communications manager is Marcy Dill.

IDG Czechoslovakia's publications were incorrectly listed in the Jan. 6 issue *of IDG World Update*. The correct list is as follows:

- ***Computerworld***
- ***PC World***
- ***Internet4U***

Web site: http://www.idg.cz/i4u

IDG ITALY UNVEILS ENHANCED TITLES AT INTEL EVENT

IDG Italy, IDG Marketing Services/Europe, Middle East and Africa, and Intel teamed up to organize a multipurpose event last fall in Milan. Intel described the "Intel Inside" advertising program to its local original equipment manufacturers, while the publishers of IDG Italy's business and consumer press divisions showed off recent improvements to their publications.

The more than 60 customers at the meeting were also invited to take advantage of an "Intel Inside" three-tier discount ad program good toward any of IDG Italy's publications: Bronze Level (12 pages paid, one page free), Silver Level (25 pages paid, two free) and Gold Level (50 pages paid, five free).

Advertisers were offered a free insertion on an upcoming *PC World Italia* CD-ROM cover mount that could be either a display ad or an advertorial containing detailed product information. Intel's participation in the meeting earned it discounted exhibit space at TeleComNet, an IDG exhibition dedicated to networking and telecommunications, to be held May 13-15 in Milan.

Giulio Ferrari, publisher of *Computerworld Italia* and *Networking Italia*, presented his publications' new design, smaller trim size and enhanced editorial content. *Networking Italia* is gearing up for its fourth sponsorship of TeleComNet.

COMPUTERWORLD

Mario Toffoletti, publisher of *PC World Italia* and *Macworld Italia*, noted that advertising revenues for both publications were up for October and November 1996 compared with the previous year (82% and 38%, respectively). Both publications were redesigned in October. *PC World Italia* has expanded its editorial offerings, reduced the cover price to undercut competitors and heavily promoted the publication through kiosk ads, daily paper ads and card-in-a-box programs. In addition to enhanced editorial, *Macworld Italia* has a more stable circulation of 17,000 and improved newsstand distribution.

IMS

continued from page 1

plied endorsement of Intel," Helliwell explained. While the top 10 Intel OEMs are responsible for 80% of the "Intel Inside" ad expenditure, all OEMs are considered important to both Intel and IDG, as they may purchase both Intel and competitive processors and advertise in IDG publications.

Two forums were held in Italy and the Netherlands in late 1996, and events are planned this spring in Germany and Switzerland and in December in Finland.

Contact Charles Helliwell at tel: 44-1784-210-210, fax: 44-1784-210-202 or Lotus Notes.

ON LINE

RON MILTON

The president of IDG's Internet Commerce Expo is this week's guest columnist.

ICE AT A GLANCE

ESTABLISHED: January 1996

NUMBER OF EMPLOYEES: 14

PRIMARY PRODUCTS: There are two types of events at ICE.

- **The large Internet Commerce Expo (ICE) events debuted in September 1996. In 1997 there will be two ICE events in the U.S.: (Atlanta, April 8-11 and Los Angeles, Sept. 8-11) and five shows in Asia (Hong Kong, August; Singapore, October; Shanghai, November; Tokyo, December; Taipei, December).**
- **New in 1997 are independent conferences produced under the Internet Commerce "Enterprises" (ICE) brand that will concentrate on the hottest emerging intranet and Internet commerce topics but will be smaller and niche-oriented.**

DATE YOU JOINED THE COMPANY: November 1994 as VP, business development for IDG Expositions.

WHAT WERE YOU DOING PRIOR TO JOINING IDG: I spent five years as vice president and partner in a Toronto-based software development/system integration firm that specialized in client/server solutions as an HP and Informix value-added reseller. Prior to that I spent 10 years in various management positions at Honeywell Information Systems/Bull HN in VAR/channel management, sales management and new business startups. For most of those years I was an IDG advertising and IDC research customer.

Q What is the mission of Internet Commerce Expo?

A ICE is a comprehensive exposition and conference business dedicated solely to the growth of Internet commerce via the World Wide Web and the growth of corporate intranet/extranets. Our mission is to produce business-to-business Internet-related events on a global basis, with the cooperation of IDG businesses and strategic alliances (outside the U.S.). This includes "full service" events as well as independent, niche-oriented conferences and seminars. The larger ICE events include The Internet Open, a live demonstration of Web-based "behind-the-firewall" applications, which joins the expo and conference together and differentiates ICE from its competitors.

Who are those competitors?

The main ICE competitor (known as "Goliath" among ICE staff) is Mecklermedia's Internet World. At a similar size to ICE, Gartner has a show called iEC (known as "ick" to ICE staff), and DCI has the Internet Expo, which it combines with non-Internet-related IT events it also produces. All three competitors existed before ICE, but we rank with them in the top four now, among the approximately 300 Internet-related events that will take place in the U.S. in 1997.

Can you share some of the highlights from the first ICE?

ICE was founded in January 1996 and produced its first event in Anaheim, Calif., in September 1996. Our first ICE had more than 800 paid conference attendees and approximately 11,800 expo attendees. ICE had 137 exhibitors including the expo and the Internet Open and included clients such as IBM, Oracle, Hewlett-Packard, Open Market, Lotus, Digital Equipment, Netscape and Silicon Graphics. We succeeded in besting Gartner's West Coast event — iEC — last fall, which was launched one week before us in San Francisco with the intent of diminishing our premiere. This second Gartner event (the first was in New York) drew only half the number of attendees of ICE Anaheim and resulted in an unhappy set of exhibitors due to the show results. This has allowed us to establish a strong West Coast annual in the fall.

What new projects are you undertaking this year?

Our primary new project is a series of independent conferences designed to compete at the smaller conference levels against independent conference producers such as IIR, IQPC and IBC, which have established profitable businesses where the big companies "don't play" and end up charging more than the major expo/conferences for a simpler, lower cost program. This is business that IDG and ICE wants! Our secret will be "quick to market" with the latest technology topic and a lean cost structure with grassroots marketing alliances.

What are the biggest challenges facing ICE in the months ahead?

The biggest challenges are in exhibit sales where IT vendors are deluged with requests to exhibit and/or sponsor events from all size of event producers — most of which will never get the event off the ground as 75% of them have no track record. The real challenge is gaining "share of mind" — to have your differentiated sales message heard by an audience that isn't listening very well. We must find a way to sell ourselves and IDG at a higher level in the marketing organization, so that we can rise above the roar of the many and present ourselves as a strategic marketing partner, not a supplier. We must truly create, in their eyes, the "dawn of a new ICE age."

What are your international plans?

This year we will stage ICE events in five Asian markets. We are working with Setsuro Tamai and IDG World Expo Japan to produce ICE Tokyo and Gary Fung and IDG World Expo/Asia for all other Asian shows. At this time, the only other scheduled international conference is in Canada, and it is being marketed out of our Framingham office in cooperation with Silicon Graphics Canada.

SPOTLIGHT

PC Games At the Forefront of Online Games Boom

Fans of Quake, Duke Nukem 3D and Shadow Warrior know where to turn when they want tips on their favorite PC games and information about new releases: *PC Games*.

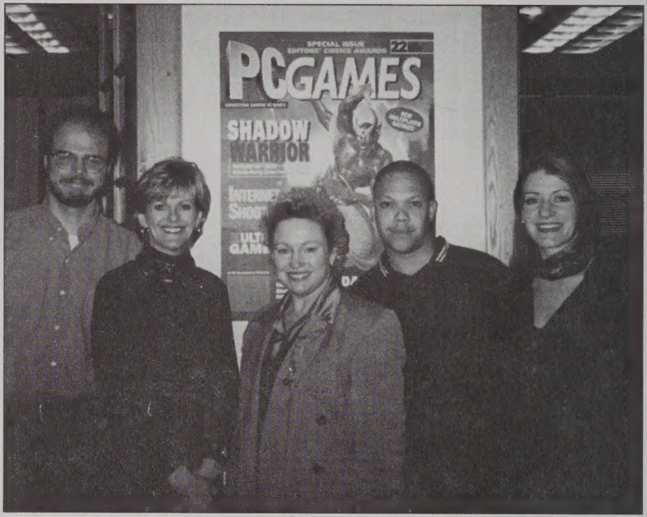
With a bevy of new staff members, a redesigned publication and an enhanced Web site, *PC Games* has distinguished itself in the market by delivering the editorial hardcore gamers want, with a special focus on the emerging and increasingly lucrative online/multiplayer gaming market.

Games for PCs are primarily war games, flight simulations and other kinds of action-related encounters that are available on CD-ROM or can be downloaded from the Internet. Players can play alone (against the computer), or they can go online and play with other gamers (hence, multiplayer gaming) in a number of different ways. Online players can connect to each other via a modem, a local-area network, a gaming Internet service provider or dedicated service providers, such as America Online and CompuServe, which have specially configured games of their own.

Online games are growing

According to Jupiter Communications, a market research firm, 3.5 million households in the U.S. will play PC games online by the year 2000, and online game industry earnings are forecasted to reach $1.6 billion. Approximately $60 million of these earnings go into ad budgets.

Thanks to more powerful computers and increased bandwidth, today's online PC games have three-dimensional graphics and much more interactivity than their predecessors, which began as puzzles and text-based products. Now, online users can adopt a character's persona within a game and think of — and execute — ways to beat their opponent with tactics other than what the game is programmed to do. If their equipment allows, online players can also speak to each other during the game or exchange e-mail messages.



PC GAMES' MANAGEMENT TEAM CONSISTS OF *(left to right)* ***Steve Klett****, editor;* ***Marcia Newlin****, circulation manager;* ***Gini Talmadge****, president and publisher;* ***Marcale Wallace****, online development manager;* ***Michelle Stratton****, marketing manager. Missing from photo:* ***Julie Knapp****, national ad manager.*

ARLETTE GOLDBACH

"This is an exciting time of change for the gaming industry," said **Gini Talmadge**, president and publisher of PC Games Publishing in San Mateo, Calif."It is our mission to be at the forefront, helping the consumer understand what's good, what to buy and what's coming up in gaming."

PC Games is touting its connection to the online market, as it boasts the highest percentage of readers who plan to play online games (63%) of any gaming magazine. It also outdistances competitors *Computer Gaming World* (Ziff-Davis) and *PC Gamer* (Imagine Publishing, Inc.) for total number of game reviews and coverage of the most sought-after game topics.

PC Games' circulation reach is 118,000 readers (60% subscription, 40% newsstand), with a pass-along reach of more than 231,000. While currently third in market share, *PC Games* is rapidly making up ground; it and *PC Gamer* recently made significant strides against longtime leader *CGW*, which fell from its No. 1 slot.

This past fall, under the direction of newly promoted Editor **Steve Klett**, *PC Games* strengthened its editorial staff to create the most compelling content possible for sophisticated PC game players. The January issue featured a design that's livelier and easier to navigate and

• CONTINUED PAGE 5 •

TOTAL GAMES/ENTERTAINMENT REVENUE REVIEW AND FORECAST, 1995-2000 ($M)

	1995	1996	1997	1998	1999	2000	1995-2000 CAGR* (%)
United States	$1,433	1,591	1,830	2,095	2,389	2,728	13.7
International	$412	530	610	698	796	909	17.2
Total	$1,845	2,121	2,440	2,793	3,185	3,637	14.5

Source: IDC, 1996

** Compound Annual Growth Rate*

IDG

Job Opportunities
Monday, February 10, 1997

Sales Assistant (CIO)

The Sales Assistant will provide administrative support to CIO's Chicago sales staff including filing, faxing, copying, mail distribution, and ordering of office supplies. Duties will also include media kit assembly, data entry, answering phones, directing incoming calls, and arranging travel. Ideal candidates will possess strong interpersonal skills, excellent computer skills and be able to meet deadlines. ***Location: Northfield, IL***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Internship (part-time), IS Department (CW)

Computerworld is seeking a part-time intern (approx. 30 hours/week) to assist with installing and configuring PC's on a Novell, Windows NT network and troubleshooting problems for our internal Computerworld clients. The candidate should have experience in DOS/Windows95, PC hardware. Lotus Notes experience a plus. Strong communications skills are essential. Hours are flexible. ***Location: Burlingame, CA***
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

PC Server, Research Analyst (IDC)

We seek an energetic and enthusiastic individual to help us track vendor movements and market developments associated with PC server manufacturers like Acer, Compaq, Dell, HP, and IBM. As a research analyst for IDC's Commercial System and Server program, your job would be to develop quantitative market data-both quarterly and annual figures for all leading models, compile insightful profiles of the top vendors, contribute to custom consulting projects, and interface with our clients through a telephone inquiry process and by giving on-sight presentations. Additionally, you would work closely with IDC's network of country offices in Europe and the Asia/Pacific regions to coordinate regional data collection activities. Ideally, the candidate for this position will have 1-3 years experience in the IT industry, either with a server or PC company or within a market research firm. Strong quantitative, analytical, and writing skills are required, with specific experience with Microsoft Excel. Presentation skills are recommended. ***Location: Framingham, MA***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com@internet

Technical Editor - Dummies Technology Press (IDG/B)

Will provide technical reviews of all media; maintain interdepartmental vendor, and author relationships; and administer and maintain testing laboratory for application software and CD-ROM development. Also communicate with software developers regarding testing and compatibility; maintain beta software machines; and resolve technical disputes between authors and freelance technical reviewers. Must have a degree and experience in computer technology and media technical review, and online/internet fluency, as well as strong project management skills. Additionally, experience in writing/editing, multimedia development, computer programming is a plus. ***Location: Indianapolis, IN***
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: mboese@idgbooks.com

Human Resource Assistant (IDG/B)

Providing administrative and clerical support to the entire Human Resources department as well as the Vice President of HR, this person should have 2-3 years experience, preferably in Human Resources. Well organized, detail oriented, good with deadlines, and outstanding communication ability (verbal and written) are required skills. This would be an excellent opportunity for someone planning a career in Human Resources Management to gain valuable "from the ground up" experience (perhaps while working on a certificate in Human Resources). ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Recruiter (Temporary) (IDG/B)

Experienced recruiter needed to cover a 12 week maternity leave. Will recruit, interview, and hire temporary employees for our in-house temp agency as well as assist with recruiting of administrative and non-exempt positions. May also be involved with coordinating/presenting training programs. The hours can be flexible if necessary (30-35 hours/week).
Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Human Resource Internship (IDG/B)

Job analysis project. This is a wonderful opportunity for first hand experience developing position descriptions and assisting with job analysis and compensation structure development. The hours can be flexible and worked around class schedules. The duration of the project will be at least a full semester and may extend through the summer.
Location: Foster City, CA
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Author Events Specialist (IDG/B)

Responsible for the development and implementation of plans for marketing trade and tech authors via booksignings, media tours, and other events. Must be highly organized, with excellent communication and follow-up abilities, budget minded, proven ability to build relationships and experience working with authors, bookstores, and events necessary as well as computer skills. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Tech Publicity Manager (IDG/B)

Responsible for developing and implementing PR plans and programs for new and backlist books and series with managerial duties. Must be able to pitch stories, create press kits, promote books and develop media relationships. Must have proven track record, must have significant experience in the tech/publishing field; strong interpersonal and communication skills and proven ability to manage. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Business Analyst (IMS)

IDG Marketing Services seeks a Business Analyst to provide direction and support regarding all aspects of IMS financial operations. Responsibilities will include coordinating timely budgeting and forecasting across IMS departments. Selected candidate will be in charge of purchasing, invoice processing, and coding. Will also identify opportunities for cost savings, analyze IMS financial performance, and help develop metrics to gauge performance. Position requires attention to detail, innovation, proficiency with spreadsheet packages, and strong written and oral communication skills. Familiarity with Lotus Notes preferred. BA required. ***Location: San Francisco, CA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Manager of Information Systems (IMS)

IDG Marketing Services seeks a Manager of Information Systems to direct the development and support of all information systems relating to US operations, as well as the integration of systems linking IMS worldwide. Responsibilities will include the management of an IS Analyst and working closely with users throughout IMS to implement system solutions for user needs. Position requires extensive technical background with 5+ years of experience, including user support, project management, LAN management in a client/server environment, as well as knowledge of Lotus Notes, Macintosh platform, and large scale databases. Prior management experience preferred. Publishing industry and multi-platform experience also considered a plus. ***Location: San Francisco, CA***
Contact: P. Fowler Sheer, Fax: 508-935-4600, Phone: 508-935-4796, Email: piper_sheer@idg.com

Receptionist (MAC/PCW)

This candidate will be responsible for handling the switchboard, courier, and fax responsibilities, as well as greeting guests for multiple IDG companies in this San Francisco office building. This position requires a minimum of 1 year professional reception experience on a 12-20 line PBS or equivalent. ***Location: San Francisco, CA***
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: marisa_chow@macworld.com

Senior Editor (NW)
Network World is looking for a Senior Editor to cover telecommunications. This person will cover a range of networking products, trends, and issues. Candidates should have at least 2-4 years reporting experience on information technology and a proven ability to break news. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Designmer (PC Games)
You will be involved in magazine design and layout, promotional materials and media kits, circulation/marketing materials, web advertising and site design. Position requires 2+ years related experience, must be able to handle a high volume of quality design with changing priorities, have expertise with four color Macintosh DTP; proficiency in Freehand, Illustrator, QuarkXPress, and Photoshop; superior organization skills and effectively coordinate and organize the flow of design materials between editorial and production. Interest in PC games a definite plus. ***Location: San Francisco, CA***
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Managing Editor (PC Games)
To coordinate scheduling, art and design, copy flow, and shipping schedules. Additional responsibilities include content editing, copy editing, and production work as needed. Requires 5+ years managing the copy and layout of a magazine; proven copy editing experience within a publishing environment, effective management and negotiating skills and Macintosh proficiency (QuarkXPress and desktop publishing). A team player who is able to meet tight production deadlines. Knowledge of the video-gaming industry a plus. ***Location: San Mateo, CA***
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Regional Manager (PC Games)
Requires a take charge dynamic professional to cultivate new business opportunities, develop existing accounts and collaborate with our dynamic publishing team for our northeastern and central region. Based int he San Francisco bay area, this key position requires proven track record of success in selling advertising; excellent written, verbal and interpersonal skills; knowledge of the eastern/central territory desired. Knowledge of the entertainment software market a plus.
Location: San Mateo, CA
Contact: J. Knapp, Fax: 415-349-5279 , Phone: 415-286-2502 , Email: jknapp@pcgames.com

Assistant to the President/CEO (PCW)
Responsible for executing all administrative and general office responsibilities for PC World's President/CEO's office. This is the senior administrative position in a $90 million publishing company, requires exceptional written and interpersonal skills, experience in meeting, travel, and presentation planning, the ability to gracefully handle heavy phone traffic and manage budgets and complex projects simultaneously and independently. Candidates should be resourceful, and well-organized with an eye for detail and excellent follow-up skills. Corporate experience, the ability to motivate and persuade to achieve results, and good working command of PC business applications are essential. Fluency in at least one language other than English and French is helpful as job requires brief international travel several times each year. Ability to travel outside of the US, valid US passport, and CA Driver's License required. ***Location: San Francisco, CA***
Contact: R. Willoughby, Fax: 415-974-7316, Phone: 415-978-3205, Email: richard_willoughby@pcworld.com

Assistant Editor, Reviews (PCW)
Perform service and support research including tech support calls for TOP 20 system reviews. Compile monthly editorial product list. Assist other editors in the Reviews Department with the TOP 20 and other roundups as needed. Previous experience in publishing; a working knowledge of the computer industry; good writing, analytical and phone skills. A working knowledge of a word processing program, and one or more programs in data management, spreadsheet program, graphics or communications areas. ***Location: San Francisco, CA***
Contact: B. hastings, Fax: 415-442-1891, Phone: 415-978-3378, Email: bryan_hastings@pcworld.com

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Places where you can find the complete list of job opportunities across IDG:

1. *Lotus Notes - Job Opportunities Database*
2. *IDG Central: http://idgcentral.com*
3. *IDG home page: http://www.idg.com*
4. *Job Hotline: East Coast ⇨ 508-935-4406 West Coast ⇨ 415-978-3100*
5. *February 24, 1997 edition of the World Update*

Help Wanted!

TempWorld
IDG

Help Wanted!

TempWorld, a recently developed IDG in-house temporary pool, services the temporary needs of the business units in the Framingham, MA area. IDG TempWorld currently has the following long-term temporary opportunities available in Framingham, MA:

Client Services Coordinator

IDG TempWorld, IDG's in-house temp pool, has an assignment for a Client Services Coordinator in the brokerage division of IDG List Services. Responsibilities of this assignment include: processing and following-up on all orders; billing and invoicing; making collection calls on past due invoices; tracking all account payables and receivables; handling credit issues for both internal and external customers; tracking letters of guarantees; corresponding with clients; and assisting with other projects as needed. The successful candidate will have strong organizational and communication skills (both verbal and written) and be detail oriented. Must be capable of handling multiple tasks at once with the ability to prioritize. This is a temporary position; 40 hours per week for approximately 5 months March through July. ***Location: Framingham, MA***

Contact: C. Curnyn, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_curnyn@idg.com

Desktop Support Specialist

IDG TempWorld, IDG's in-house temp pool, has an assignment for a Desktop Specialist. Responsibilities of this assignment include: answering the Help Desk phone, supporting internal customers with hardware and software questions, logging calls into Lotus Notes for tracking, staging and deploying hardware systems to employees, and resolving hardware and software problems for employees. Strong working knowledge of Microsoft Windows95, Office95, Lotus Notes, and cc:Mail with a knowledge of both the PC and Macintosh platforms is necessary. Candidates must understand how a computer works and be able to set up a computer system. Excellent communication skills with the ability to defuse a situation required. This is a temporary position with the possibility of turning into a permanent position. 40 hours per week. ***Location: Framingham, MA***

Contact: C. Curnyn, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_curnyn@idg.com

Events Coordinator

IDG TempWorld, IDG's in-house temp pool, has an assignment for an Events Coordinator at Computerworld. The individual in this position will be responsible for event administration, logistics, and budget as well as providing support to the VP of Events. Individual must be resourceful, detail-oriented, and well-organized. Computer skills in word processing, spreadsheets, and presentation graphics are required. Some travel may also be required. Prior event/meeting planning experience desired. This is a full time temporary position through September. ***Location: Framingham, MA***

Contact: C. Curnyn, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_curnyn@idg.com

◆

Administrative Positions (as needed basis)

As a member of IDG TempWorld, you will have the chance to explore different opportunities within the fields of publishing, market research, and expositions as well as build relationships with key industry professionals. We are seeking individuals to be part of our temp pool to service the temporary administrative needs of IDG business units in the Framingham area on an as needed basis. Previous assignments have included: copy editing, data entry, switchboard coverage, receptionist, office support, telemarketing, customer service, putting together mailings, etc. Successful candidates will have excellent organizational and communication skills. Experience with Microsoft Office products, Lotus Notes, and the Internet preferred. ***Location: Framingham and Dedham, MA***

Contact: C. Curnyn, Fax: 508-935-4600, Phone: 508-935-4721, Email: christine_curnyn@idg.com

PC GAMES

continued from page 4

contained increased coverage of the online/multiplayer gaming market.

The company also hired two-full-time staff members to focus on the growing popularity of *PC Games*' Web site (http://www.pcgames.com), which is drawing two million hits a month.

PC Games Online began the new year with the first phase of a relaunch, which includes more online coverage, expanded versions of stories in the print publication, game-review archives, downloadable files, links to gaming sites and more.

PC Games Online will celebrate the second phase of the relaunch on March 29, the evening of the national men's collegiate basketball tournament final game, during a party at a San Jose, Calif., sports bar. *PC Games* has partnered with several vendors to hold an online gaming event focused on sports games.

GAMES IDG PLAYS

IDG has two game-related product lines, *PC Games* and *GamePro*. Here is a comparison of the two publications:

PC GAMES
Platforms: PC games, with emphasis on online/multiplayer gaming

Reader Profile:

- **Male**
- **27 years old**
- **Average income $57,100/year**
- **Spends a total of 12 hours a week online, five of them gaming.**
- **92% own a PC, primarily to game.**

GAMEPRO
Platforms: Console games (Sega and Nintendo), video games, online games

Reader Profile

- **Male**
- **Ages 11-17**
- **Average income: $73/week**
- **Spends a total of nine hours a week playing video games.**
- **86% own a video game system; 46% own a computer.**

WHERE TO CHECK OUT THE ONLINE GAMING WORLD

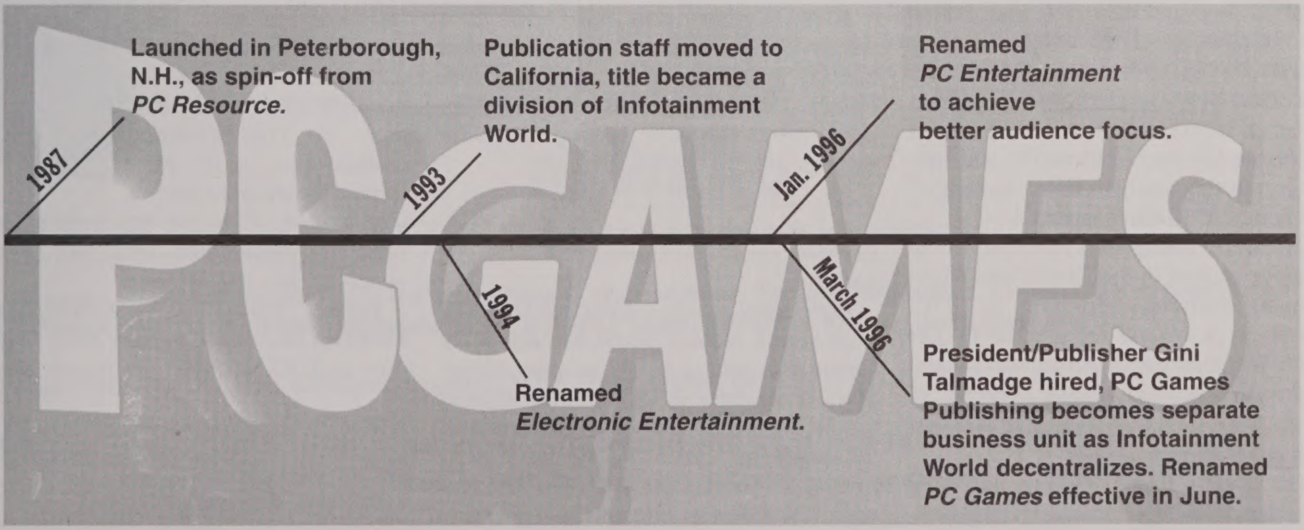
PC Games' Web site (http://www.pcgames.com) has a BattleZone section that's an online and multiplayer gaming resource and archive.

Other options include two commercial Internet gaming services: Total Entertainment Network (http://www.ten.net) and Mplayer (http://www.mplayer.com).

PC Games Forges IDG Partnerships

PC Games has established online partnerships with *GamePro*,*The Web* and *PC World* in the form of links between the publications' Web sites.

In addition, *PC World* and *PC Games* will produce a 24-page advertorial called "Get Into The Game," a look at games derived from popular movies, for *PC World*'s June issue. *PC World*'s 1.2 million readers have strong demographics for home, family, entertainment and Internet usage. *PC Games*' regular advertisers will be eligible for special rates in the advertorial.



1987 — **Launched in Peterborough, N.H., as spin-off from *PC Resource.***

1993 — **Publication staff moved to California, title became a division of Infotainment World.**

1994 — **Renamed *Electronic Entertainment.***

Jan. 1996 — **Renamed *PC Entertainment* to achieve better audience focus.**

March 1996 — **President/Publisher Gini Talmadge hired, PC Games Publishing becomes separate business unit as Infotainment World decentralizes. Renamed *PC Games* effective in June.**

NOTEWORTHY

PROMOTIONS

Joanne Taaffe, formerly a copy editor in the IDG News Service Paris bureau, has been promoted to Paris correspondent and is now covering the IT market in France. Joanne, a native of Kircubbin, Ireland, is a graduate of Leeds University in Yorkshire, England.

Network World's **Marlo Matoska** has been promoted from direct response and recruitment ad coordinator to display ad coordinator for the New York and West Coast territories. "Marlo has helped to streamline the ad coordination for the back of the book," said Director of Advertising Operations **Karen Wallace**. "She always has a smile along with a great attitude."

Several employees at IDC's Framingham office have been promoted recently.

Carol Glasheen has been named research director of Primary Research and Market Models for the Desktop, Internet and Services group. "Through her strong service ethic, Carol has built her internal client reputation and respect to the highest levels," said Senior Vice President **John Gantz**.

IDG WORLD UPDATE

GLASHEEN

Bruce Stephen has been promoted to group vice president, IDC Worldwide Personal Systems Research and named as a member of IDC's 9:09 executive committee. "Bruce has been in the industry a dozen years and has built his reputation as an analyst to the point where he is one of the top two or three PC and mobile computing analysts in the industry," said Senior VP **John Gantz**.

Elisabeth Rainge has been promoted to senior analyst in the Distributed Management Solutions program at IDC. "Elisabeth is widely recognized by her clients for excellent customer service and industry knowledge," said Director of Network Architectures and Management **Richard Villars**.

IDC West's **Chris Yalonis** has been promoted to vice president, desktop consulting in the Mountain View, Calif., office. "Chris manages more complex multi-country research projects than most directors and, in doing so, has helped solidify our standing with headquarters' clients in our ability to conduct consulting projects on a global basis," said Senior Vice President **John Gantz**.

IDG Books' **Naomi Pisingan** has been promoted to account coordinator in the Foster City, Calif., office. Naomi will serve as the contact person for two national sales representatives as well as work on special projects.

ODESSA GUEVARA

PISINGAN

NEW EMPLOYEES

Larisa North has joined IDG Books' Foster City office as an associate copy editor. She previously worked as a production assistant for Mayfield Publishing Company. Larisa is a graduate of Hartwick College and has a B.A. in English and theater. She enjoys singing, theater, aerobics, walking and reading.

NORTH

Leilani Duarte has been hired as an office services coordinator for *InfoWorld*. She is a graduate of James Hogan High School and her interests outside the office include photography.

Erin Mosher joins *InfoWorld* as a sales associate. She has a B.A. in human biology and an M.A. in sociology from Stanford University. Outside the office, Erin enjoys traveling, skiing and wine tasting.

Computerworld welcomes four new employees.

Previously a copy desk editor with *The Portsmouth Herald*, **Scott Burnell** joins *Computerworld* as an online copy editor. Scott is responsible for editing copy and producing pages for @Computerworld, the magazine's Web site. He has a B.A. in English/journalism from the University of New Hampshire and enjoys chess, basketball and raising his two daughters.

Larisa Gagainis has started at *Computerworld* as a sales associate. She previously worked as the associate curator at Sculpture Placement, Ltd. Larisa has a B.A. in psychology from UCLA.

Formerly an advertising sales associate with *The Wall Street Journal*, **Karen Beasley** has also joined *Computerworld* as a sales associate. She has a B.A. in English from Regis College and enjoys skiing and traveling.

BEASLEY

Keith Shaw, previously wire editor at the *Lawrence Eagle Tribune*, is a copy editor with *Computerworld*. He has a B.S. in newspaper journalism from Syracuse University and enjoys golf, tennis, softball and computer games.

TRANSFERS

The IDG News Service has gone through a period of restructuring involving the relocation of three of its employees.

Kristi Essick, formerly an IDG News Service correspondent in San Francisco, is now the London correspondent. Kristi, a newlywed and a graduate of the University of California/Berkeley, is writing a series of guidebooks to various international cities.

ESSICK

Niall McKay, formerly the IDG News Service London correspondent, is now the San Francisco correspondent. Niall is a graduate of Trinity College in Dublin and worked previously for Ireland's national television station, RTE. He has written for a variety of publications, including *The Financial Times* and *Wired*.

MCKAY

Former Paris Bureau Chief **Marc Ferranti** has moved to New York City to open an IDG News Service bureau there.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Magdalena Axelsen - IDG Denmark

THIRTEEN YEARS
Mary Rinaldo - Network World

TWELVE YEARS
Libby Levinson - IDG

TEN YEARS
Paul Mercer - Network World
Magdalena Zabala - IDG Spain
Olga Fernandez - IDG Spain

NINE YEARS
Mary Cornetta Brown - Network World
Alexandre Barros - IDG Brazil

EIGHT YEARS
Donna Kirkey - Network World
Jeannie Fioti - InfoWorld
Kevin Normandeau - PC World
Ellen DiMatteo - PC World
Martha Katt - Macworld

SEVEN YEARS
Bob Garza - InfoWorld
Kimberlee Smith - Computerworld
Monica Capuzzi - IDG Italy
Alvaro Morenes - IDG Spain

SIX YEARS
Christopher Flynn - Computerworld
Thomas Christensen - IDG Denmark
Rosa Martin - IDG Spain

FIVE YEARS
Jacqui DiBianca - Network World
Martin Bell - IDG New Zealand
Gloria Ciolek - Computerworld

FOUR YEARS
Patricia Reynolds - IDG Books
Barbara Newton - InfoWorld
Rita Contreras - IDG Mexico

THREE YEARS
Jolene Springfield - Network World
Doug Arroyo - IDG Books
Sue McIntosh - IDG New Zealand
Nick Van Cleve - PC World
Edward Valente - IDG
Elizabeth Hecht - CIO
Shirleen McDougall - IDC
Nicholas Kaufmann - IDC

TWO YEARS
David Kolodney - IDG Books
Deborah Taylor - IDG Books
Susan Pines - IDG Books
Teresa Sanchez-Baker - IDG Books
Carmen Rouse - InfoWorld
Sara Frankel - PC World
Eric Hellweg - PC World
Svetlana Albinder - IDG Central Services
Dustee Anderson - FCW
Julie Boudreau - IDG
Julie Lynch - IDG
Gina Rowles - IMS/EMEA
Michelle Chan - IDG Hong Kong

ONE YEAR
Ben Schroeter - IDG Books
Jason Marcuson - IDG Books
Julie Boso - IDG Books
Shannon Looney - IDG Books
Ted Buscaglia - IDG Books
Melissa Stauffer - IDG Books
Jeralind Davis - IDG Books
Don Sypnicki - IDG Books
Grace Caguimbaga - IDG Books
Siobhan Santinelli - InfoWorld
Bob O'Donnell - InfoWorld
John Broderick - InfoWorld
Renee Gotcher - InfoWorld
Sherry McInroy - InfoWorld
Fredrik Syversen - IDC Norway
Vaughn Weeks - IDC
Süleyman Toker - IDG Turkey
Halil Göktas - IDG Turkey
Cigdem Polat - IDG Turkey
Robert Scheier - Computerworld
Mairead Harrington - IDG U.K.
Marcus Wilkinson - IDG U.K.
Emil Abirascid - IDG Italy

WANTED

CELLULAR, PCS & PAGING RATE PLANS FROM AROUND THE WORLD

The IDC/LINK Wireless Communications group is collecting pricing information from as many countries as possible. The group needs the rate plan brochure or marketing literature from the cellular, PCS and/or paging service providers in your area. Information from one or two of the carriers in your area would be great — information on all of the carriers would be even better!

REWARD

WIN ONE OF THREE SHARP PERSONAL ORGANIZERS!

All respondents will be entered in a drawing for one of three Sharp Personal Organizers. Drawing will be held March 17. Please send the marketing literature, along with your name, IDG office location and address, to:

Julie Rietman, IDC/LINK, 100 Congress Ave., Suite 2000, Austin, TX 78701, U.S.A.

ALL ENTRIES SHOULD ARRIVE BY MARCH 14.
Please e-mail questions to: jrietman@idcresearch.com

CELEBRATING 10

James Falanga

HOME: Framingham, Mass.

JOINED IDG: June 30, 1986 as a credit analyst.

CURRENT TITLE: Senior credit analyst.

MOST CHALLENGING PART OF YOUR JOB: Maintaining the Days Sales Outstanding numbers to everyone's satisfaction.

BEST PART OF YOUR JOB: When a customer tells me "the check is in the mail" — and they aren't fibbing.

CAREER HIGHLIGHT: Having dinner with Pat McGovern.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? IDG's corporate philosophy and, of course, the beloved ESOP!

INTERESTS OUTSIDE THE OFFICE: Spending time with my family, running and movies.

FAMILY: Wife, Kathy, and daughter, Kelley Anne, 13 months.

DREAM DESTINATION: The Bahamas.

FANTASY JOB: Airline pilot.

FIVE PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY: Jay Boviard, former corporate credit manager at IDG; Cosmo Kramer; Jim Carrey; my favorite college professor, Charles Ray; and Tony Robbins.

WHAT WOULD YOU DO IF YOU WON THE LOTTERY TOMORROW? Throw a big party for all my family and friends.

JIM FALANGA (RIGHT) JOINS IDG CHAIRMAN PAT McGOVERN *for dinner at Boston's Ritz-Carlton in honor of his 10th anniversary with the company.*

WORDS TO LIVE BY: Just do it!

RETIREMENT DREAMS? Buying oceanfront property on Cape Cod.

MANAGER'S PROFILE: "Jim cares deeply about IDG and is very committed to doing whatever he can to ensure the company's success. Jim is very customer oriented — always thinking of the customer first. His sincerity and desire to help others has gained him many strong working relationships throughout IDG."

*- **Amy Hanania**, corporate credit manager, IDG*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 7 February 17, 1997

IDG TO LAUNCH TELECOMMUTING AND HOME OFFICE SHOW IN U.S.
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IDG BOOKS TITLES BREAK ONTO MAINSTREAM BEST-SELLER LISTS
PAGE 2

ON LINE: THE WEB PUBLISHER GREG MASON TAKES A TURN
PAGE 3

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

ComNet '97 Stronger than Ever at Nineteen

Numerous innovations keep show vibrant as it gears up for its third decade

(FROM LEFT) OPENING KEYNOTE SPEAKER STEVE FORBES, IDG *President* ***Kelly Conlin*** *and Computerworld President* ***Gary J. Beach*** *share a laugh on the ComNet show floor.*

Now in its 19th consecutive year, the industry's most durable exposition dedicated to wide-area enterprise networking this month continued its unbroken record of drawing ever-bigger crowds to Washington, D.C. ComNet '97 attracted in excess of 48,000 attendees eager to learn about the latest innovations in internetworking technologies, remote/mobile computing, local- and wide-area network services, network management, the World Wide Web and much more.

Owned by IDG Expositions, Inc. and managed by MHA Event Management, ComNet '97 boasted four IDG publications among its sponsors. For the second year, *Network World* served as flagship sponsor of the three-day event with *NW*'s

• CONTINUED PAGE 5 •

Pole Position

With the launch of *Computerworld South Pole*, IDG becomes first IT publisher to field titles on all seven continents

COMPUTERWORLD
SOUTH POLE
IDG IS #1
AGAIN!

IDG CHAIRMAN PAT McGOVERN AND HIS WIFE LORE STAND AT *the marker indicating the ceremonial location of the South Pole. The actual geographic South Pole is marked by a sign a short distance from this spot. In the background are flags from three of the numerous countries with research interests in the South Pole.*

IDG Chairman **Pat McGovern** has always gone to the ends of the earth to promote the IT industry and IDG. Now he has launched a publication there. Last month McGovern traveled to Antarctica, the last continent without an IDG publication, to launch *Computerworld South Pole*. With this launch, IDG becomes the first company to have publications on all seven continents.

"IDG has a habit of pioneering the publishing trail into emerging IT markets, helping educate aspiring IT users there and providing a connection to customers and prospects for IT companies," McGovern said. "Perhaps some would say we

• CONTINUED PAGE 4 •

IN BRIEF

IDG, MHA Collaborate on Telecommuting Event

TELECOMMUTING & HOME OFFICE
EXPOSITION & CONFERENCE

The Telecommuting and Home Office Conference and Expo, scheduled to debut later this year, will be the first major event of its kind to focus on the business-to-business aspects of telecommuting.

The IDG-owned and MHA Event Management-produced show will be held Oct. 15-17 at the Moscone Convention Center in San Francisco. The location is particularly appropriate given that the San Francisco/Marin County region has the largest concentration of telecommuters in the U.S.

Targeted to Fortune 1000 executives, network managers and facilities managers who have been charged with managing telecommuters within their departments, the show is expected to draw 8,000 to 10,000 people. Telecommuters themselves will also be part of the audience. The three-day conference session will include tips on the costs vs. benefits of telecommuting, technology trends, human resource issues and more.

As the flagship sponsor, *Network World* will provide staff to serve as content advisers for the conference and will be a major marketing partner. *Macworld*, *PC World* and IDC/LINK have signed on as charter sponsors and will also provide marketing support.

According to *NW* Senior Vice President/Business Development **Bill Reinstein**, another of his business unit's contributions will be to provide the "asset base" for the show — data on the exhibitors and attendees from Network World Unplugged, an event that had been held in 1995 and 1996 and had a broader focus on "anywhere, anytime computing," encompassing both remote access and wireless computing.

"Telecommuting is a hot area of concern for our readers," Reinstein noted. "And we feel good about getting together with MHA for this project; it's an expansion of the working relationship we've had with them at ComNet," another show for which *Network World* was the flagship sponsor.

For more information, view the show's Web site at http://www.mha.com/thoe/.

ADDRESS BOOK CHANGE

The Singapore office of IDG World Expo/Asia has moved:

Rosalynn Chua, Division Manager
IDG World Expo/Asia
80 Marine Parade Road
#11-05 Parkway Parade
Singapore 449269

Tel: 65-3466811
Fax: 65-3466822

IDG Books Titles Earn Prominent Rankings in '96

IDG Books Worldwide reaped some high-profile publicity in recent weeks, breaking into the 1996 best-seller lists of *USA Today* and *Business Week* and *Library Journal*'s "Best Books of the Year" list. It is the first time IDG Books' titles have appeared on any of those three lists.

...FOR DUMMIES™
COMPUTER BOOK SERIES FROM IDG

Three IDG titles appeared in the "Top 100 Best-selling Books By Category" list compiled by the newspaper *USA Today*. *Windows 95 For Dummies* (1.4 million sold in the U.S. to date) was the No. 1 science and technology book for 1996, outranking Bill Gates' *The Road Ahead*. IDG also captured the No. 3 slot in the category with *Internet For Dummies, 2nd Edition* (590,000 copies sold). In *USA Today*'s sports category, *Golf For Dummies* (300,000 copies sold) chipped in at No. 3.

The Jan. 27 issue of *Business Week* magazine acclaimed *Personal Finance For Dummies* (540,000 copies sold) as the No. 12 best-selling business book for 1996.

The March issue of *Library Journal*, the bible for library acquisitions, names *Management For Dummies* (58,000 copies sold) as one of its Best Business Books of 1996.

SHORT TAKES

ExecuTrain Corp., IDG's Atlanta-based computer training partner, has become the first company in the industry to offer worldwide computer training for Microsoft Office 97.

■ ■ ■ ■ ■ ■ ■ ■ ■

IDG Vice President of Technology and *InfoWorld* Columnist Bob Metcalfe has been inducted into the INFOMART Information Processing Hall of Fame. Metcalfe was honored last month for inventing Ethernet, the de facto networking standard; establishing 3Com Corp., and his work on several federal IT-related boards and committees. INFOMART is a 1.6 million square-foot technology market center in Dallas that houses more than 100 technology companies and hosts in excess of 1,000 IT events annually.

■ ■ ■ ■ ■ ■ ■ ■ ■

For the first time, IDC has chosen Miami as one of its sites for an IDC Briefing Session. The event will be held March 13 at the Sheraton Bal Harbour.

ON LINE

GREG MASON

The publisher of The Web magazine is this week's guest columnist. Part two of his column will appear Feb. 24.

THE WEB AT A GLANCE

- **ESTABLISHED: October 1996 as a subsidiary of PC World Communications.**
- **PROFILE: *The Web* magazine is the definitive guide to what's on and where to go on the World Wide Web.**
- **FREQUENCY: First three issues were bimonthly (Oct./Nov., Dec./Jan., Feb./March). Plan to go monthly with April issue.**
- **LOCATION: San Francisco (home office). Sales offices in Newark, N.J., and Los Angeles. We've also retained the services of a media rep firm in Chicago.**
- **WEB SITE: http://www.webmagazine.com**
- **MOST RECENT ACCOMPLISHMENT: Received OK for monthly frequency after only three issues.**
- **HOW LONG HAVE YOU BEEN WITH IDG? I've been with IDG for nearly seven great years, all within the PC World division: *PC World* Northwest account manager; two years; *PC World* Southwest ad director, two years; *Multimedia World* publisher, two years; *The Web* publisher, nine months.**

Q Who are *The Web's* competitors and how are you faring against them?

A From an editorial perspective, we compete most directly with publications that focus predominantly on Web content, such as *Yahoo! Internet Life*, *The Net*, *Websight*, *Internet Underground*, and, on a limited basis, *NetGuide* and *Wired*. Ziff-Davis's *Yahoo! Internet Life* looks to be our most significant competitor over time.

For advertising, we also compete with the business/technology-focused Internet titles, which include *NetGuide*, *Internet World* and *ZD Internet Magazine*, although this competition will diminish over time. Moving further into 1997 we expect to find ourselves competing more and more with the home PC publications for technology ad dollars and *Wired* in particular for consumer ad dollars. We'll compete on both fronts with *YIL*.

I understand that *The Web*'s online site, Web Central Station, went live about a month before the publication appeared on the newsstand. Was that an effective strategy to generate publicity for the print title?

Actually, hiring a consumer/entertainment-focused PR agency (Dan Klores Associates) was our most effective strategy for generating publicity. It worked beautifully in concert with our overall PR strategy, which included making sure the Web site was active. We received a lot of press before the magazine was on sale. Even when it did go on sale it wasn't on every newsstand. Web Central Station gave potential subscribers a place to go to learn more or to order a sample issue.

***The Web* is IDG's first consumer lifestyle magazine in the U.S., targeting active Web users. Can you comment on the differences/challenges between publishing this kind of more general interest publication and a trade publication?**

Editorially, we are in the same business as the trade publications: serving readers and providing information. In fact, the meat and potatoes of *The Web* — its "Views & Reviews" content guide — is pure service journalism.

However, because *The Web* magazine is not a business tool, we have to draw readers in by appealing to their sense of adventure, humor, curiosity — even outrage. That entails putting celebrities like David Bowie or Baywatch's Gena Lee Nolin on the cover and in crafting deliberately provocative, irreverent and thought-provoking editorial. The orientation of *The Web* is always content, not technology or products.

On the sales and marketing side of the house, the intangibles or "soft" issues seem to hold more weight than they do in trade publishing. Image and perception are everything!

How do you target advertisers, as your choices would seem to be plentiful?

We have three targets: Internet advertisers (Internet service providers, search engines, content sites, etc.); traditional technology advertisers (computers, monitors, modems, etc.); and consumer. Within the consumer category we are primarily targeting auto, spirits, consumer electronics, media and financial services.

What kinds of advertising ties are there between the print publication and the Web site? Do most advertisers advertise in both mediums?

As you would expect, all of our print advertisers expect online components to be included in their schedules. To date, we have primarily offered this as merchandising; however, we are beginning to sell online independently as our traffic builds.

Do you have a question for the "On line" column's regular contributors — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? Send your queries to *IDG World Update* at world_update@idg.com or fax 617-423-0712. Questions will be passed along anonymously.

CW SOUTH POLE

continued from page 1

CLEVE CLEAVELIN, THE DIRECTOR OF *computer operations at the Amundsen-Scott research station, says he is delighted by the prospect of a Web-based Computerworld publication focusing on computer applications in Antarctica. Although he is a subscriber to the U.S. print version, it always arrives at least a month late, having been forwarded from his home in Green River, Wyo.*

are a bit too far ahead of the curve on this one, but if there is anything I have learned in over three decades of publishing for the world's fastest growing major market, it is the importance of staying several steps ahead of the pack."

In this case, McGovern led the pack to the Amundsen-Scott South Pole Station at the South Pole, where the new publication debuted. *Computerworld South Pole* will be produced in the future as a regularly updated publication on the World Wide Web. It is expected to have a per issue readership of 10,000 people who work in Antarctica or support computer-based research projects in Antarctica.

McGovern estimated that more than $50 million is spent each year in Antarctica to acquire computer and data communications equipment.

The Amundsen-Scott research station has 70 PCs and workstations connected by a high-bandwidth data network that is able to link to the Internet for 10 hours a day via satellite.

"*Computerworld South Pole* will be a very useful resource for engineers, scientists and researchers who rely heavily on information technology to accomplish their objectives in Antarctica," said Cleve Cleavelin, director of computer operations at the Amundsen-Scott station.

CW'S STAFF READIES LONG-DISTANCE LAUNCH

The first printed version of *Computerworld South Pole*, used by IDG Chairman Pat McGovern in announcing the launch of the newest member of the product line, will likely become a collector's item. *Computerworld South Pole* was conceived as a Web-only magazine that will be updated by staff at the Framingham, Mass.-based U.S. *Computerworld*.

IDG CHAIRMAN PAT McGOVERN *poses with the inaugural issue of Computerworld South Pole.*

COMPUTERWORLD

Several members of the *Computerworld* staff had a hand in designing the historic front page of the inaugural issue. Staff Writer Matt Hamblen contacted a number of current and recently returned South Pole residents and spent hours surfing the Web to assemble an impressive package of information on the continent's IT infrastructure. This information formed the basis for the stories that ran on the front page. Designer Mary Beth Welch designed and desktop published the page, while Photo Editor Carol Leib tracked down the hard-to-find photos.

***Computerworld* Editor Paul Gillin expressed enthusiasm for the launch. "This was a unique and fun project that we expect to turn into a regularly updated feature on our Web site. It was also an indicator of the power of the Internet as a research tool. Matt Hamblen did almost all his research via e-mail and Carol Leib and Mary Beth Welch used the Internet to find photos and facts to illustrate the front page. The staff at the Amundsen-Scott research station seemed delighted to help, and we're hoping to develop a long-term relationship with these people as we chronicle their achievements and challenges there at the end of the earth."**

THE COLD, HARD FACTS

- Antarctica is 5.4 million square miles, making it larger than Europe. Average temperatures are never above 32 degrees Fahrenheit, even in summer.

- In winter, the temperature averages minus 76 degrees F. The coldest temperature ever recorded was on July 1983: minus 128.6 degrees F.

- Amundsen-Scott South Pole Station sits at 9,100 feet. Its summer (December through March) population swells to 130 residents.

- There are 42 other year-round research stations on Antarctica. All told, some 4,000 people live on Antarctica in summer, 1,000 in winter.

- Antarctica is 98% ice, 2% barren rock. The average thickness of the ice sheet is 7,200 feet (2,200 meters), which amounts to 90% of the ice and 70% of all the fresh water in the world. If the ice cap were to melt, the average sea level would rise 230 feet (67 meters) inundating most coastal cities including New York, London and Hong Kong.

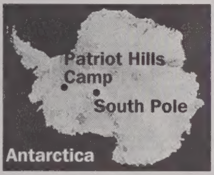
- The Pole is actually a desert environment, averaging fewer than 4mm of precipitation monthly, about the same as the Sahara Desert.

- Dogs have been banned from Antarctica since 1994 to protect the seal population from distemper.

Computerworld South Pole Launch Required Grit and Gloves

When IDG Chairman **Pat McGovern**'s Lockheed Hercules touched down on a blue ice glacier in front of the Patriot Hills mountain range in West Central Antarctica last month, he and his wife Lore, were well on their way to becoming members of a select club. To date, only several hundred non-scientists have received permission to visit the Amundsen-Scott South Pole Station, some 800 miles from the Patriot Hills camp.

McGovern and his wife remained at the camp for a total of seven days, sleeping in an unheated tent buffeted by winds blowing 40 to 60 miles per hour. With temperatures dipping to minus 20 degrees Fahrenheit (this is, after all, mid-summer at the bottom of the world) and round-the-clock sunshine, sleeping was something of a challenge, McGovern noted.



On their second day upon the world's highest, driest and coldest continent, the pair boarded a small plane for the 800-mile flight to the Pole, stopping once to refuel from some barrels stored on a glacier.

Landing at the South Pole, they were greeted by Wayne Sukow, program director for the National Science Foundation at the station. Although visitors are not normally permitted inside the station's computer research center, Sukow made an exception in this case, not only allowing McGovern into the center, but permitting him to use a PC to prepare an announcement about the launch, which was sent back to Framingham via the Internet.

COMNET '97

continued from page 1

IntraNet magazine, *Computerworld* and *Federal Computer Week* also lending their support. All four publications shared a booth on the show floor.

Introduced by IDG President **Kelly Conlin**, Steve Forbes, president and CEO of Forbes, Inc. and editor-in-chief of *Forbes Magazine*, delivered the opening keynote address to a standing-room only crowd. Other keynote speakers included Frank Ingari, chairman of Shiva Corp.; David Nagel, president of AT&T Laboratories; John Chambers, president of Cisco Systems; and Timothy Berners-Lee, director, W3 Consortium at MIT.

Among the show's innovations this year:

- *Network World* Editor-in-Chief **John Gallant** moderated the Network World Switching Showdown, a first-of-its-kind debate among the leading internetworking companies — 3Com, Bay Networks, Cabletron and Cisco — on their company's switched network strategies.
- The ComNet Career Fair was sponsored by *Network World* and *Intranet* magazine. Held across the street at the Renaissance Hotel, the career fair featured more than 40 local and national companies. In addition, Deloitte & Touche, in conjunction with *Network World*, presented the results of *Network World*'s industry salary survey to show attendees at the career fair.
- The IntraNet Village Classroom, sponsored by *Network World* and *IntraNet* magazine, was a standing-room-only event which showcased the hottest new intranet trends, revealing how intranets are revolutionizing the way organizations access and distribute information worldwide. *Network World*'s educational sponsor, U.S. Web, offered hands-on instruction on everything from intranet basics to how to create your own home page.

Network World's Switching Showdown attracted far more than 600 attendees, making it the second-largest-drawing session at ComNet '97, after Forbes' opening keynote. "The big winner in this debate was customers," Gallant noted. "The format really allowed customers to see the differences in the switching strategies — the strengths and weaknesses of the big four internet-working companies — and it was just plain fun to watch. We're glad it worked so well and that we were able to shed so much light on this important issue."

STAN BAROUH

NW EDITOR-IN-CHIEF JOHN GALLANT IS *flanked by Network World User Excellence Award winners. Accepting the award on behalf of Eli Lilly & Co. was John Swartzendruber (right); and on behalf of Bear Stearns' Communications Technology Group, Jeff Marshall.*

Both *Computerworld* and *Network World* hosted awards ceremonies during the show. *Computerworld* President **Gary J. Beach** announced the winners of the sixth annual ComNet new Product Achievement Award Competition, which recognizes the best new products, enhancements and/or upgrades making their debut at ComNet. "New products are the life blood of the IT industry," Beach said. "For the sixth year, we're proud to sponsor this exciting program that highlights the best new products in the networking business."

Network World's Gallant was joined by company President and CEO **Colin Ungaro** to announce the winners of the Network World User Excellence Awards. Now in their 12th year, the awards are given to companies that best demonstrate how network technology has given them a competitive edge. This year's co-winners were Eli Lilly & Co. and Bear Stearns' Communications Technology Group.

Next year ComNet will celebrate its 20th anniversary Jan. 26-29. In anticipation of that milestone, a group of IDG executives has been tapped to serve on an advisory board to help steer the show content. Participants include *Network World*'s Gallant; **Sandy Reed**, editor-in-chief of *InfoWorld*; **Dave Moschella**, VP/research at *Computerworld*; **Gigi Wang**, IDC senior vice president; and **Steve LeCompte**, *Federal Computer Week* , research and development.

NOTEWORTHY

PROMOTIONS

Christina Toernemann has been promoted to country manager for IDC Sweden. She was formerly senior analyst at IDC Sweden and has also been Nordic research manager. "In both capacities she has done an excellent job in creating research of high quality," said Managing Director of IDC Scandinavia **Per Andersen**. "Her skills as a project manager and coordinator, which IDC has leveraged in a number of cases such as the Global IT Survey and custom projects, were key to her promotion."

Two GamePro Media Group employees have been promoted.

FRANCIS MAO

CONUI

Two-year *GamePro* veteran **Charmaine Conui** has been promoted to senior designer responsible for coordinating international licensing, designing pages, archiving editorial artwork and designing corporate collateral materials.

FRANCIS MAO

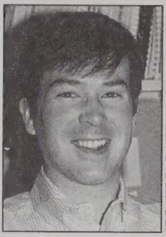
BURGYAN

Starting with *GamePro* two years ago as production coordinator, **Cathy Burgyan** has been promoted to senior production coordinator. Cathy is an integral part of the production of all *GamePro* editorial pages and oversees game screen processing and quality control.

IDC has promoted three employees.

Ralph Finos has been promoted to group vice president, S3 Consulting. "Ralph has been an exceptional contributor to S3 and IDC," said Senior Vice President **Dave Vellante**. "Ralph is well known for his team play, hands-on approach and worldwide involvement."

Jay Bretzmann has been promoted to vice president, Worldwide Systems Research. "Since rejoining IDC in 1995, Jay has been heavily involved in overhauling IDC's Systems Research definitions and methodologies," said Senior Vice President **Dave Vellante**. "He is an advocate of worldwide integration and has worked to build a systems team that truly involves all regions."


IDG WORLD UPDATE

SMITH

Justin Smith has been promoted to senior analyst in the LAN program. "Justin has provided excellent research in the area of high-speed LANs, network interface cards, PC to LAN connectivity and wireless LANs," said Vice President of LAN and Data Communications **Lee Doyle**. "He has developed a strong reputation for customer service within our client base and continues to take on challenging consulting assignments."

NEW EMPLOYEES

IDG WORLD UPDATE

GERMANOW

Abner Germanow has joined IDC's LAN program as an associate analyst. Abner comes to IDC's Framingham, Mass., office from Putnam Investments. He has a B.A. in economics from St. Lawrence University and spent a year studying in Japan.

Pat Freeman has also joined IDC's Framingham, Mass., office as an office assistant.

Peter Bloch has started with *PC World* as presentation specialist in the marketing department. Peter has a background in marketing and graphic design and spent the past two years freelancing for clients such as Softbank Expos, ZD Magazine Network and Egghead Software. Peter is an outdoor enthusiast and also enjoys hiking, biking, photography, computer instruction and lamp making.

Heather Beauton is a data coordinator with *CIO*. She has a B.S. in math from Fairfield University and enjoys fishing and traveling.

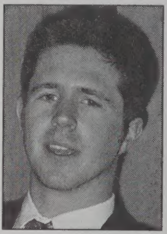
Computerworld, Inc. has hired four new employees.

Richard Broughton has been hired as the director of software development in the Framingham, Mass., office. He was previously the IS manager at Ziff-Davis. Richard has a B.A. and an M.A. from Bentley College in computer information systems.

Timothy Daigle joins *Computerworld* as a help desk technician. He previously worked at Bakers' Best Co. and enjoys his family, computing and the Internet.

Jon Cronin has started with @Computerworld as a sales and promotion coordinator. He has a B.A. in psychology/marketing from the University of Arizona and enjoys reading, golf and traveling.

A recent graduate from Rochester Institute of Technology, **Valerie Lusczek** joins *Computerworld* as a sales associate in the New Jersey office. She has a B.S. in film/video with a concentration in computer animation. Outside the office, Valerie enjoys country line dancing, playing racquetball, skiing and painting.


HEATH

Mathew Heath has joined IDC U.K. as U.K. marketing administrator following almost two years in local government. He has a First Class Honours Degree in international marketing and modern languages (French and Spanish) which he earned at the University of Northumbria at Newcastle-upon-Tyne. In his free time, Mathew enjoys swimming, football, reading and numerous trips to the cinema.

FCW Government Technology Group, publisher of *Federal Computer Week*, has named **Douglas Forshey** to the newly created position of director of marketing. Douglas previously headed up the marketing efforts for *LottoWorld*, a general-interest consumer magazine covering the lottery industry. He has a degree in advertising from The School of Visual Arts in New York and a direct marketing degree from New York University.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-TWO YEARS
Richard Priante - Network World

TWENTY YEARS
Diane Martin - CIO

FIFTEEN YEARS
Arline Clements - IDC Government

FOURTEEN YEARS
Eric Bender - PC World

ELEVEN YEARS
Linda Gorgone - Computerworld

TEN YEARS
Hilary Utley - IDC U.K.
Susan Collins - Network World
Gina Bowman - InfoWorld
Mark Sullivan - IDC
Brenda Shipman - Computerworld

NINE YEARS
Margaret Scullion - IDC U.K.
Clare Gillan - IDC

EIGHT YEARS
John Cox - Network World
Joanne Pirnik - InfoWorld
Patricia Miller - IDG
Fernando A. Lima e Silva - IDG Brazil
Silvana Ramalho Luiz - IDG Brazil
Ricardo Zermeno - IDC Mexico
Graham Penn - IDC New Zealand

SEVEN YEARS
Patrica Smith - IPS
Ed Ramirez - Macworld
Nieves San Roman - IDG Spain
Pilar Tejero - IDG Spain

FIVE YEARS
Alison McKenzie - IDC U.K.
Sarah Weeks - IDC U.K.
Bill Hanck - PC World
Elizabeth Gulla - IDG
Sarah Fenton - IDG U.K.

FOUR YEARS
Terry Ernest-Jones - IDC U.K.
Fiona Macrae - IDC U.K.
John Mulcahy - IDC U.K.
George O'Connor - IDC U.K.
Doug Casement - IDG New Zealand
Diane Ajello - IDG Central Services
Michael Mutrie - Computerworld
Regina Keung - IDG Hong Kong

THREE YEARS
Thomas Lamoureux - Computerworld

TWO YEARS
Kathy Burrows - IDC U.K.
Eric Owen - IDC U.K.
Nancy Taylor - IDC U.K.
Robert Conners - IDG Books
Andrea Ferri - IDG Books
Marina Sabo - InfoWorld
Elinet Medina - IDG Latin America
Trino Ramos - IDG Latin America
Justin Smith - IDC
Liz Pabon - Macworld
Serra Yurtman - IDG Turkey

ONE YEAR
Sarah Woodman - IDG Books
Laura Carpenter - IDG Books
Joseph Jansen - IDG Books
Robin Driscoll - IDG Books
Jim Balderston - InfoWorld
Dana Moore - IDC
Debbie Weinberger - Macworld

ITrivia Contest Winner Named

Congratulations to **Nathalie Thomas** of the IDG Accounting Department in Framingham, Mass., whose name was selected in a random drawing from among all the correct entries in the ITRivia contest that appeared in the Jan. 6 issue of *IDG World Update*. Nathalie will receive an official *IDG World Update* sweatshirt. A special "office effort" award goes to IDG Singapore for submitting the most entries — 11 — from a single office. The correct answers appear below.

1. What is the URL for IDG Newsletters Corp.'s TipWorld? **http://www.tipworld.com/**

2. What three titles are published by IDG's joint venture company in Bulgaria? ***PC & Mac World Bulgaria, Network World Bulgaria, Computerworld Bulgaria***

3. Who is the contact person at the Global Web Support Center? **Victoria Anderson**

4. IDG Books Worldwide's books are currently translated into how many different languages? **32**

5. Name the three shows produced by IDG World Expo/Japan in 1996. **Macworld Expo/Japan, Windows World/Japan, E3/Tokyo**

6. Name four shows produced by MHA Event Management on behalf of IDG. **Macworld Expo/Boston, MW Expo/San Francisco, ComNet, Electronic Entertainment Expo**

7. Where is Event Travel Services located? **Dedham, Mass.**

8. In how many countries does ExecuTrain do business? **23**

9. Name two of the primary focuses of the President's Office at the IDG Corporate Support Center. **Global customer relationships, emerging business opportunities, the corporate marketing program and corporate communications.**

10. What year was IDC established? **1964**

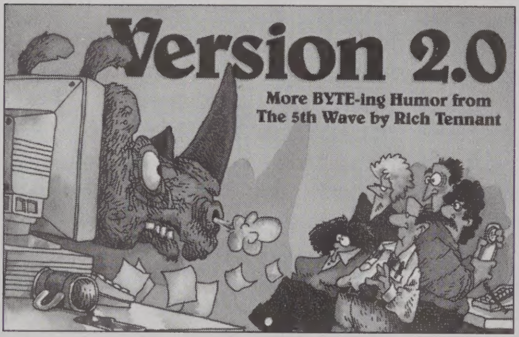
11. In how many locations does IDG Marketing Services have operations? **12**

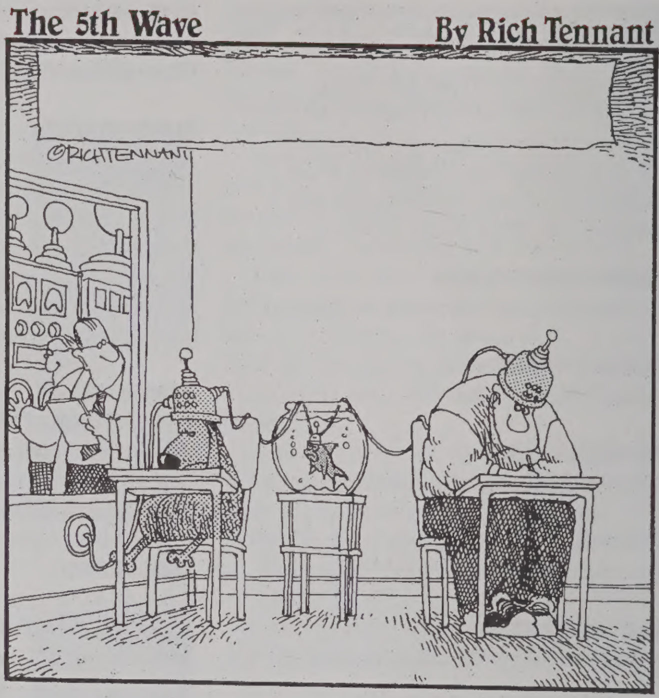
12. What business unit has primary responsibility for licensing IDG's titles around the world? **International Publishing Services**

OFF LINE

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, March 18.


Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant



The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0*, or an *IDG World Update* T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* pen.

Fax your creations to 617-423-0712, or e-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)

Have fun!

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 8

February 24, 1997

IDG LAUNCHES 16TH TITLE IN CHINESE MARKET
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PC WORLD EAST AFRICA BREATHES NEW LIFE INTO REGION'S OLDEST IT SHOW
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

PC World Online Takes Turkey by Storm

Turkey's burgeoning Internet user population has lost no time in making PC World Online the country's overwhelming Web site of choice. Launched just four months ago, the site currently boasts 7,000 distinct user visits per month — a whopping 70% of the 10,000 Internet users in Turkey today.

"We are on our way to becoming a megasite for Turkish Internet users," said **Cenk Tarhan**, executive editor of PC World Online. "People come to our site because no other Web site in Turkey offers the unique level of service and superior content that ours does."

Among PC World Online's (http://www.pcworld.com.tr) current offerings are: a daily news feed; a shareware archive, newsgroups, a special section on Windows 95, tips and tricks, new product reviews, test center results, online contests and a PC World Forum featuring humor, interactive games, guides, etc.

IDG'S TURKISH PARTNER LAUNCHES INTERNET GUIDE THIS MONTH.
- SEE PAGE 5

Although the site is twice the size of its nearest rival both in terms of content

• CONTINUED PAGE 5 •

@Computerworld Takes Home Award for Best Editorial Content

Joins sites from such notables as *The New York Times* and the *Philadelphia Inquirer* in the winner's circle

Computerworld's online site, @Computerworld, received one of three awards for best editorial content for an online newspaper at the Interactive Newspaper '97 Conference held last week in Houston.

Sponsored by *Editor & Publisher* magazine, the second annual E&P's World's Best Online Newspaper Service Awards honored several publications with online awards in a contest that pitted 160 news Web sites against each other in 10 categories.

@Computerworld (http://www. computerworld.com) won Best Editorial Content by an Online Newspaper Service in the weekly or other category. *The New York Times'* Web site (http://www.nytimes.com) won the same award in the more than 100,000 circulation daily category. Florida Today (http://www.flatoday.com) of Melbourne, Fla., was chosen in the less than 100,000 circulation category.

1997
Editor & Publisher
Best Newspaper
Online Service
WINNER
Award: Best Editorial Content
By An Online Newspaper Service
Category: Weekly and Other
@COMPUTERWORLD
www.computerworld.com

Computerworld's Web site is the first IDG site to be honored with an *Editor & Publisher*'s online award.

"I am thrilled for our site to have been recognized by such a prestigious organization," said Online Editor **Johanna Ambrosio**. "It signifies how seriously we take online publishing at *Computerworld*."

Gary J. Beach, president of *Computerworld*, said the online award is evidence of the goal that the print version of the publication has always had.

"Producing great editorial content has been the core competency for *Computerworld* since our inception in 1967," he said. "The recognition by *Editor & Publisher* is yet another testament to our success in meeting customer content needs."

Computerworld's site was competing against both trade and consumer weekly publications.

Hoag Levins, editor at *Editor & Publisher*, said the judges determined what sites fit into which category.

"There is a blurring of categories on the Web," he said. "It was up to the judges to make their own decisions about what fit the category and they

• CONTINUED PAGE 5 •

IN BRIEF

New Publication in China Focuses on the Impact of Computers on Society

With the debut of *Software*, a glossy, full-color bimonthly targeted at young professionals eager to learn more about the Internet-driven "computer culture" in China and around the world, IDG brings its total publication lineup in China to 16.

"This magazine is very different in form and content from any other computer magazine now published in China," said **Hugo Shong**, managing director of IDG Asia. "We've recruited some of the top editors from consumer publications in Beijing to ensure that *Software* has the look, feel and substance of a world-class, cutting-edge publication about the impact of computers on society."

SOFTWARE
软件
CA—快乐王国
世纪末影坛奇观
永远的银河飞将
1997/1 总215期

First to offer CD-ROM

Software, jointly published with Beijing Way Ahead Software Co., co-publishers with IDG of *Game Software* and *PopSoft*, is the first newsstand magazine published in China to contain a CD-ROM.

The Chinese-language publication debuted in January with an initial press run of 33,000.

Newsstands sold out quickly despite the $5.00 cover price — an astronomical sum for a Chinese magazine.

The premier issue featured articles about Internet phones, hackers in cyberspace, Yahoo! and an interview with Charles Wang, chairman and founder of Computer Associates. Advertisers included China Hewlett-Packard, Compaq, Digital Equipment, Intel, Toshiba and Tulip.

"Readers and advertisers have told us they were very impressed by the quality of our first issue," said **Wu Ting**, chief editor of *Software* and formerly a senior correspondent for *Chinese Women*, a leading English-language magazine in Beijing.

"No one in China has really ever seen anything like *Software* before. Like *Wired* magazine in the U.S., we're the first mainstream magazine in this country to really address the relationship that exists between technology and culture," she explained.

For more information, contact Cort Isernhagen at IDG Asia in San Mateo, Calif., tel: 415-286-2794; or Wu Ting in Beijing via e-mail at: Software@netChina.co.cn.

PC Advisor Surpasses the 100,000 Circulation Mark

The latest round of ABC figures shows that *PC Advisor* is the fastest-growing PC business magazine in the U.K. market. In a field of 10 monthly titles, *PC Advisor* has risen to No. 3 in newsstand sales for the audit period July-December 1996 and claims the No. 4 spot in combined newsstand and subscription sales.

PC Advisor's circulation of 110,712 in the July-December 1996 period shows a 32% increase from the previous audit period of January-June 1996.

Year on year, the total net circulation figure for the November 1996 audit issue compared with November 1995 grew from 62,356 to 130,830, an increase of 109%. Subscriptions have increased 77% in the July-December 1996 period compared with the January-June 1996 period.

"This improvement demonstrates there was a large gap in the market among managers who need expert advice in plain English on how IT can help them achieve their business objectives," said Publishing Director **Kit Gould**.

Gould attributed the gains to including covers that strongly differentiate the title from competitors, a strong circulation plan and increased availability, and outstanding editorial.

Computer!Totaal Turns Five

5
COMPUTER!
jaar

IDG Netherlands celebrated the fifth anniversary of *Computer!Totaal* in February with an issue that included a history of the Dutch PC market during the past five years as chronicled in *C!T*.

A *PC World*-style publication, *Computer!Totaal* is the official publication of the largest computer club in the world, the HCC. "It's an excellent synergy," said IDG Netherlands Managing Director **Paul Molenaar**. "The club gives strong added value to the book (and vice versa) by organizing The Netherlands' most successful consumer computer show, which attracts more than 100,000 attendees each year."

HCC also organizes a seminar for consumers every three months that relates to topics covered in *Computer!Totaal*.

Computer!Totaal launched in 1992 with a total circulation of 70,000 and has grown to 145,000, with 80,000 subscribers and an average of 40,000 issues sold on newsstands in The Netherlands and Belgium.

C!T established a clear leadership role among readers two years ago when it became the first PC monthly in The Netherlands to break the 100,000 paid circulation barrier.

ON LINE

GREG MASON

The publisher of The Web magazine is this week's guest columnist. Part 1 appeared Feb. 17.

Q What is the demographic profile of *The Web*'s readers?

A We think the magazine will appeal broadly to 25-45 year olds, who comprise the vast majority of all Internet users. However, it is important to note that the average age of all Internet users is 32, compared to 38 or 39 for computer users at large. It is for this reason we have written and designed *The Web* to appeal to the younger, albeit affluent, side of the 25-45 Internet-using audience. This should be plainly apparent to anyone who has read our first few issues.

As to the female/male split of Internet users, the most recent reports suggest female usage represents nearly 40%. Given *The Web*'s content-only strategy, we think this is a terrific opportunity to develop a more balanced reader mix than IDG's publications typically carry.

How is *The Web* marketed? Is it mainly subscription based or newsstand based? Can you discuss your strategy and how it might differ from the same strategy applied to a trade book?

It's really too early to tell how our newsstand and subscriptions composition will end up. Newsstand will certainly play an important role in our strategy to grow paid circulation, but newsstand alone won't allow us to grow as quickly as our competitive situation demands. As such, our strategy includes a heavy dose of both direct mail and online-sourced subscription offers.

In terms of efficiency, online sources hold tremendous potential, but this is still an unproven source, and we've found our efficiencies to be quite good using direct mail. We are doing a lot of testing and will fine-tune our mix of subscription source marketing over the next few months.

Can IDG employees get a discount on subscriptions to *The Web*?

Yes, please come to http://www.webmagazine.com/subs/idg.html to claim your special price.

How do you rate your Web site's success? And, since you're now moving from a bimonthly model to a monthly model in print, do you have plans to update your Web site more frequently?

Our strategy during the launch was to conserve resources while meeting a level of quality that would reflect our editorial position as expert content reviewers. We're very happy with the results.

Moving into our post-launch phase, most of IDG's investment in *The Web* will continue to be pumped into the print product. However we see excellent low-cost online opportunities to extend the value of the print magazine to our readers. For one, we will be redesigning our site to make it simpler for readers to get to sites they have read about in the magazine without having to type in URL listings.

We will also enter into alliances with content partners to build our online content base at the lowest possible cost. For instance, we are in the process of signing an agreement with LiveWorld Productions to carry "What's On NOW," a co-branded version of their live Web events listings.

The LiveWorld agreement and others like it will provide daily content that won't be available in print and will bring readers to our site more frequently. Driving traffic to the site is an excellent way to build print circulation, which is still our primary strategy online.

What are the biggest challenges facing you and/or your company?

1) Continuing to produce an outstanding editorial product, now on a monthly basis; evolving and fine-tuning the product to further our mission.

2) Building paid circulation quickly and efficiently, while maintaining the most powerful reader demographics.

3) Maintaining launch momentum; building positive image and perception in the advertising community and among subscribers and newsstand buyers.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the regular "On line" columnists (IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella), story ideas for IDG World Update or comments about this issue:

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Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, U.S.A.

PC World East Africa Revitalizes Computer Show

PC World East Africa's first sponsorship of the aging Sarit Computers show in Nairobi, Kenya, earlier this year gave the event a new lease on life. The 12th annual event, the oldest computer show in East Africa, serves as a window to what IT products are available in the Kenyan market in terms of hardware, software, accessories, services and education.

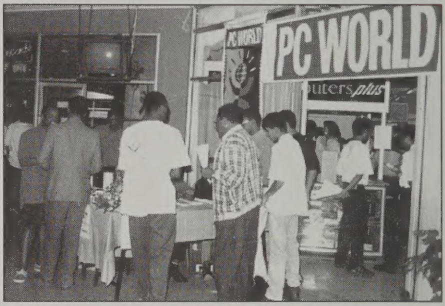
Although Upstart Ltd., publisher of *PCW East Africa*, had not worked on any previous IT events, staff members used their marketing and organizational savvy to boost the show's attendance and prestige in the eyes of the local industry. The management of Sarit Center, the largest shopping mall in East and Central Africa, handled exhibitor sales.

Attendance at the five-day event was conservatively estimated at 21,000, triple that of last year's show. More than twice as many exhibitors participated as in 1996. Some of those 35 exhibitors had to share booths while another dozen were turned away due to lack of space.

"Although Sarit Computers '97 is minute by international standards, it is boundlessly significant to the computer industry and users in Kenya," said **Harry Hare**, editor-in-chief of *PCW East Africa*. "Not only does it jumpstart sales for vendors early into the year, the competition between exhibitors is inspiration enough to prompt companies to bring in or develop new technologies. It is an opportunity for the public and the business community to see and shop among competing brand names without making appointments to visit specific showrooms."

Admission to the show was free, a change from last year's 50 shillings (U.S.$1) entrance fee. The exhibitors, all with Kenya-based firms, had different opinions on this new policy, although most of the new companies saw no harm with having a hall full of visitors. "That's why we are here — to show as many people as possible what we can offer them," said one exhibitor. "We don't choose who to show our technology to. The guy who is an idler today may become a CEO tomorrow. We were all once idlers, I guess," he added.

In addition to software and hardware displays, Sarit Computers '97 featured computer books for the first time. Upstart Ltd. and another company displayed titles, and the general interest in the books bodes well for computer literacy in the country, Hare noted.


VISITORS TO SARIT COMPUTERS '97 *sign in at the PCW East Africa desk.*

Upstart is in the midst of negotiating to become an IDG Books Worldwide licensee. The company hopes to begin distributing English-language IDG Books in April.

Given its success this year, Upstart will sponsor the show again in 1998 and aims to take on full management responsibilities. It is also considering renaming the show PC World Computers Expo. The Sarit Center is expanding, and Upstart is looking forward to a larger show with ample space for exhibitors next year.

Thanks to Harry Hare for contributing this article. For more information, contact Upstart Ltd. at pcw_ea@users.africaonline.co.ke.

What's IT in East Africa

According to IDG licensee Upstart Ltd., there has yet to be extensive research on the IT market in East Africa. Some facts that the local industry uses include:

- There are 500,000 computers (PCs, Macs, minicomputers and mainframes) in East Africa. Sixty-five percent are in Kenya, and the rest spread equally between Tanzania and Uganda.
- The annual growth rate of the IT market is 75%, with the highest in Uganda, which last year recorded the highest economic growth in Africa.
- There are 6,000 active Internet users in Kenya, 2,000 in Uganda and 1,200 in Tanzania. The annual growth rate of Internet usage in the region is 100%.
- In the past year Kenya has become the regional headquarters of IBM, Compaq, Dell, Microsoft, Digital, Oracle, Corel and Apple Computer.

Internet Access

When the staff at Upstart Ltd. decided to seek help in becoming the premier computer publisher in East and Central Africa, Chairman/CEO Titus Gitau logged onto the Internet to identify the largest IT publisher in the world. Discovering the IDG Web site, he e-mailed a two-paragraph note to IDG Chairman Pat McGovern proposing a partnership. Just weeks later, licensing staff at IDG International Publishing Services followed up. And, in what Gitau described as a "lesson in what efficiency is all about," within several months a contract was signed with IDG.

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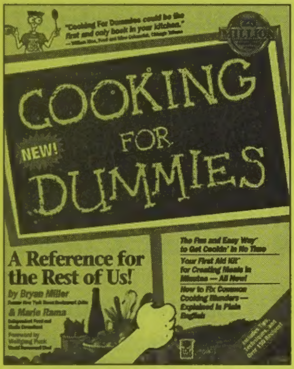
COOKING FOR DUMMIES
NEW!
A Reference for the Rest of Us!

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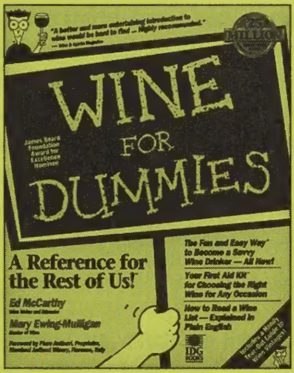
Time-saving tips and techniques, money-saving strategies and more than 150 easy-to-prepare recipes! Contents include:

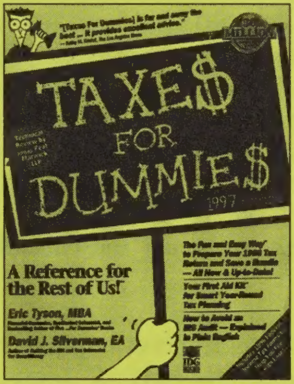
- Grill, roast, braise and sauté like a pro.
- Foolproof ways to fix your cooking mistakes.
- How to keep your food budget in check.


WINE FOR DUMMIES
A Reference for the Rest of Us!

Reg.: $16.99, Now $8.50

Take a tour of the basics of wine tasting and beyond and become a wine connoisseur. Contents include:

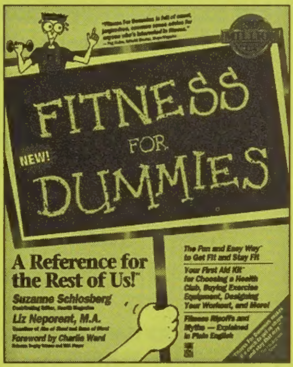
- How to properly open a bottle.
- How to read a wine menu.
- Tips for proper wine tasting.


TAXE$ FOR DUMMIE$ 1997
A Reference for the Rest of Us!

Reg.: $14.99, Now $7.50

Check out the latest information on changes to the tax code and tips to save you money. Contents include:

- Prepare your income tax return with ease.
- Tips for organizing your tax records and receipts .
- How to use federal tax forms and tables.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- Test your fitness level and set realistic goals.

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Call 1-800-762-2974, identify yourself as an IDG employee and mention Dept. IDGWU97. Pay with any major credit card (American Express, MasterCard, Visa). U.S. shipping charges are $4.50 for the first book and $1.50 each additional book in the same order. Questions? Contact Kelley Anderson via e-mail at kanderson@idgbooks.com.

Save 30% on all other IDG Books titles — anytime!

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IDG

Job Opportunities
Monday, February 24, 1997

Sales Assistant (CIO)

In this position you will be responsible for providing administrative support to our sales staff in Fairfield, NJ. Responsibilities will include general office duties, mail distribution, ordering office supplies, media kit assembly, data entry, answering phones, directing incoming calls, and arranging travel. Ideal candidates will be enthusiastic, possess strong interpersonal skills and excellent computer skills and be able to meet deadlines. Strong computer skills and a minimum of one year of business experience required. ***Location: Fairfield, NJ***

Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Sales Associate (CIO)

The selected candidate will provide multi-functional support to a Regional Sales Director, a Senior District Manager and the Vice President of Sales responsible for selling multiple products to major accounts and agencies in a team oriented environment. Responsibilities will include client service, sales intelligence gathering, advertising coordination, event planning and administrative support. Candidates must demonstrate strong telephone communication skills with emphasis on developing and maintaining client relationships. The ideal candidate will be goal oriented, independent, extremely organized and able to thrive in a fast paced environment. Two or more years of relevant experience and strong computer skills required. ***Location: Fairfield, NJ***

Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Account Manager (GamePro)

You will create effective sales strategies, establish aggressive sales targets to ensure growth of our magazine and on-line properties, and meet advertising revenue goals for our western region. 2+ years advertising sales experience, preferably in the consumer and/or computer publishing industry, demonstrated closing and creative problem solving abilities required. Excellent interpersonal and communications skills are essential. Extensive travel. ***Location: San Mateo, CA***

Contact: C. Lee, Fax: 415-349-5279, Email: clee@gamepro.com

IS Internships (2) (IDC)

IDC's Information Systems department is looking for 2 part-time interns (20 hours/week) to assist with installing and configuring MAC/PCs on a Novell network and troubleshooting problems for our internal IDC clients. Candidates should have experience in DOS/Windows and be familiar with Microsoft Office and PC architecture. Strong communications skills essential. ***Location: Framingham, MA***

Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Sales Manager, Strategic Accounts (IDC)

IDC is seeking a Senior Sales Executive with 5-10 years of experience. In this key position, you will identify prospects, develop and then present proposals to close new business. You may also be responsible for the supervision of direct sales reports. You will be calling on such strategic accounts as AT&T, MCI, Bell Atlantic, Nynex, and Sprint. A strong background in the telecommunications industry is a must. This position reports to the VP of Sales, Strategic Accounts. ***Location: TBD***

Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Financial Analyst, Sales and Marketing (IDG/B)

BA/BS in finance or accounting plus 2-3 years experience in finance or related field. Must be proficient in Windows95, MS Excel, and MS Word. Experience using database applications preferred (Access, FoxPro, dBase). Will compare budget to actual expenses, research expenditures, calculate incentive, co-op and commission accruals, analyze sales and marketing costs. ***Location: Foster City, CA***

Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Financial Reporting Coordinator (IDG/B)

BA/BS in finance, accounting or related field, proficiency in Windows95, Excel, and MS Word plus experience with databases. Will prepare weekly/monthly sales reports, track co-op expense, sell thru, and first print data. Also responsible for auditing files, creating sales analysis reports library and copying and distributing reports. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

IS Manager (IDG/B)

In addition to programming, this position exists to provide direction to software developers for a transaction processing system, manage project lists, develop staff, and oversee financial reports processing. Qualifications include a minimum of 5 years of programming experience with 3 years of PICK programming and 2 years in a management role. UNIX experience and a strong knowledge of relational databases (FoxPro, Oracle, or Informix) are also required. We prefer a BSCS or related degree. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

President/CEO (IDG/WE)

IDG is looking for a product champion to create new event activities for IDG around the world. The successful candidate will have proven sales ability to take ideas from inception to successful completion, and will have knowledge of the key IT vendors, their executives and the issues that create market opportunity for "selling events" whether in large expositions, executive conferences, or web-based selling environments. Reporting to the IDG Executive Committee, the candidate will also be the champion for extending IDG's global event brands around the world, and for personally negotiating and closing favorable partnership arrangements with vendors, show production companies, and other business partners.
Location: Boston, MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Account Executive (IDG/WE)

The person in this position will report to the Director of Marketing, and be responsible for selling international booth space to domestic companies as well as sponsorship opportunities for domestic events. Ideal candidates will possess a minimum of 3-5 years sales experience in trade show or related sales. Strong background in account management and client service is required. Must be proficient with Microsoft Word and Excel, familiarity with FileMaker Pro a plus. International experience a plus. ***Location: Framingham, MA***
Contact: C. Evans, Fax: 508-424-4920, Phone: 508-935-4713, Email: cevans@idgworldexpo.com

Distribution Specialist (IFTW)

We are seeking a Distribution Specialist to work on both GamePro and PC Games to generate print orders, manage and troubleshoot the distribution process, act as a liaison with the printer and circulation department, audit and forecast the postal and freight costs, and maintain paper inventory. Prior publishing/circulation/distribution or mailing house background a plus. Good math aptitude imperative. Must be Mac literate. Proficiency in Excel and FileMaker Pro desirable. Excellent interpersonal and communications skills are essential. ***Location: San Mateo, CA***
Contact: F. Fox, Fax: 415-349-5279, Email: ffox@gamepro.com

Sales Support Specialist (IMS)

The person in this position will assist in the development of sales support tools and presentations. In addition, this person will manage IDG intelligence, develop related databases, and oversee IDG's fax-on-demand program. Strong analytical and organization skills required. 2-3 years publishing experience preferred. College degree required.
Location: San Francisco, CA
Contact: J. McGill, Fax: 415-705-6421, Phone: 415-676-3028, Email: julie_mcgill@idg.com

Mgr. Benchmark Development/Int'l Benchmark Liaison (PCW)

Lead the development of new and updated benchmarks programs within the PC World Test Center. Support the international PC Worlds in their use of our benchmarks and testing methodologies. Gather requirements, participate in benchmark design, determine appropriate development tools, hire and manage contract programmers, and manage the benchmark testing and verification process. Should have familiarity with existing benchmark programs and performance testing, excellent project management and communication skills, some programming experience. Bachelor's degree in computer science/information systems or equivalent computing experience. ***Location: San Francisco, CA***
Contact: J. Milenbach, Fax: 415-546-1673, Phone: 415-267-1790, Email: julian_milenbach@pcworld.com

Job Opportunities - Monday, February 24, 1997

BU	Category	Title	Location	Contact	Phone	Fax
CIO	Admin	Office Services Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Art/Design	Graphic Designer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Associate Editor	Framingham, MA	P. Reilly	P: 508-935-4734	F: 508-935-4600
[illegible]	Sales	Sales Assistant	Fairfield, NJ	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Sales	Sales Assistant	Northfield, IL	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Sales	Sales Associate	Fairfield, NJ	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Circ	Fulfillment Assistant	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Confer	Events Coordinator, Temporary	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Exec	Associate Publisher	Framingham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Rsch	Marketing Database Specialist	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Rsch	Research Manager	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	District Sales Manager	Dallas, TX	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Sales	Regional Manager	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Associate	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Associate	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Associate	Chicago, IL	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Senior District Sales Manager	Waltham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Systems	Internship (part-time), IS Department	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW/Hong Kong	Edit	Senior Writer ~ CW Hong Kong	Hong Kong	Rob Garretson	P: 617/423-9030	F: 617/423-0240
ExecuTrain	Admin	Executive Assistant	Atlanta, GA	K. Brice	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	Course Developer	Atlanta, GA	J. Hall	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	Editor	Atlanta, GA	J. Hall	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	ILT Support Manager	Atlanta, GA	J. Holman	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	Marketing Project Manager	Atlanta, GA	M. Blount	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Finance	Purchasing Manager	Atlanta, GA	B. Buhay	P: 770-667-7700	F: 770-664-2006
ExecuTrain	HR	HR Operations Manager	Atlanta, GA	H. Boyd	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Sales	Regional Sales Support Manager	Atlanta, GA	S. Wilson	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Systems	Operations Manager	Atlanta, GA	P. Richards	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Systems	Software Engineer	Atlanta, GA	P. Richards	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Tech	Assessment Specialist	Atlanta, GA	C. Burdett	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Tech	Course Developer	Atlanta, GA	J. Adkisson	P: 770-667-7700	F: 770-665-2006
ExecuTrain	Tech	Course Editor	Atlanta, GA	K. Monks	P: 770-667-7700	F: 770-664-2066
ExecuTrain	Tech	Desktop Publisher	Atlanta, GA	C. Luse	P: 770-667-7700	F: 770-664-2006
FCW	Sales	District Manager	S. CA	M. Martin	P: 714-488-9865	F: 714-488-3851
FCW	Sales	District Sales Manager	Rochelle Park, NJ	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
FCW	Sales	Sales Representative	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
[illegible]	Systems	Web Programmer PT [2]	Falls Church, VA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
[illegible]ePro	Circ	Dir. Circulation, GamePro Media Group	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
GamePro	Sales	Account Manager	San Mateo, CA	C. Lee	P:	F: 415-349-5279
ICE	Admin	Executive Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDC	Edit	Copy Editor	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Edit	Copy Editor, Second Shift	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Intern	Intern, Global IT Survey	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Intern	Intern, Worldwide Markets	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Intern	IS Internships (2)	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Director of Application Development Tools	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Intern, Printers Program	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Manager, Semiconductor Research	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Manager, Vertical Industry Applications Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Mobil Technologies Research Analyst	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	PC Server, Research Analyst	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Primary Research Analyst	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Research Analyst, Desktop Access	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Research Analyst, Information Access	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Research Manager, LA Printers	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Rsch	Research Manager, Printers	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Analyst, Latin America	Coral Gables, FL	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Latin America	Mt. View, CA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Midrange Servers	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Analyst, Application Development Tools	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr. Analyst, Business Network Services	MA or NY	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Sr. Analyst, International Group	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Sr. Analyst, PC Channels	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Analyst, S3 Channels	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Research Analyst, Tape Storage	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Sales	Manager of Business Development, Latin America	Coral Gables, FL	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Sales	Sales Manager, Strategic Accounts	TBD	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Database Administrator	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Systems	Desk Support Specialist (2)	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
[illegible]	Systems	Interactive Product Software Engineer	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
[illegible] Gov't	Rsch	Research Analyst, Goverment-Public Sector	Falls Church, VA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC/LINK	Rsch	Prog Mgr, Consumer Computing&Education Mkts	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC/LINK	Rsch	Sr. Analyst, Small Business/Home Office	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDG	Admin	Part-Time & Temporary Positions	Framingham, MA	C. Curnyn	P: 508-935-4721	F: 508-935-4600
IDG	Finance	Part-Time Dealer Sales Assistant	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Finance	Senior Tax Accountant	Framingham, MA	M. Koethe	P: 508-935-4531	F: 508-935-4600

Job Opportunities - Monday, February 24, 1997

BU	Category	Title	Location	Contact	Phone	Fax
IDG	HR	HR Representative/Senior HR Representative	CA or MA	P. Reilly	P: 508-935-4734	F: 508-935-4600
IDG	HR	Human Resources Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG	Misc.	Part-time Tearsheeter	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG Central Service	Finance	Accounting Coordinator	San Francisco, CA	M. Reyes	P: 415-978-3364	F: 415-543-3984
IDG Global Comm.	Admin	Administrative Assistant, Temporary	San Mateo, CA	D. Garza	P: 415-524-5701	F: 415-524-5730
IDG Global Comm.	Systems	Applications Developer	San Mateo, CA	J. DeBalko	P: 415-524-5705	F:
IDG/B	Admin	Temporary Employees	Foster City, CA	A. Patton	P: 415-655-3230	F: 415-655-3206
IDG/B	Art/Design	Graphics Coordinator	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Art/Design	Graphics Production Specialist	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Acquisitions Editors - Dummies Trade Press (2)	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Copy Editor	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Copy Writer, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Development Editor, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Editorial Manager, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Editorial Positions	Chicago, IL	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Edit	Manager, Editorial Development, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Project Editor, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Technical Editor - Dummies Technology Press	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Finance	Director, Financial Analysis and Planning	Foster City, CA	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Finance	Financial Analyst, Sales and Marketing	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Finance	Financial Reporting Coordinator	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	HR	Human Resource Assistant	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Intern	Human Resource Internship	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Mgr	Acquisitions Manager	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Mktg	Packaging/Graphics Coordinator	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Mktg	Publicist, Dummies Group	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Operations	Director, Voice/Data Communication	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Operations	Office Services Supervisor	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Prod	Production Quality Control Specialist	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Prod	Supervisor, Page Layout	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Sales	Author Events Specialist	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Sales	Catalog Coordinator	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Corporate Key Account Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Customer Service Rep	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Educational Account Manager	CA IL NY GA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Publicity Assistant	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Sales	Sales Associate, Emerging Markets PT [4]	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Sales Support Associate	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Tech Publicity Manager	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Systems	IS Manager	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	System Analyst	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/CSC	Finance	Corporate Finance Specialist, PT	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IDG/CSG	Exec	Publisher/Product Champion	TBD	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IDG/WE	Exec	President/CEO	Boston, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG/WE	Sales	Account Executive	Framingham, MA	C. Evans	P: 508-935-4713	F: 508-424-4920
IFTW	Circ	Distribution Specialist	San Mateo, CA	F. Fox	P:	F: 415-349-5279
IFTW	Facil	Office Services Supervisor	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IFTW	Systems	Help Desk Specialist	San Mateo, CA	N. Durlester	P: 415-286-2511	F: 415-349-5279
IFW	Edit	Copy Editor	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Operations	Ad Coordinator	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Sales	Inside Sales Representative (2)	1EC; 1WC	S. Moore	P: 415-312-0631	F: 415-312-0668
IFW	Systems	Network Specialist	San Mateo, CA	S. Moore	P: 415-312-0631	F: 415-312-0668
IFW	Systems	PC Support Specialist	San Mateo, CA	S. Moore	P: 415-312-0631	F: 415-312-0668
IMS	Mgr	Business Analyst	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Mktg	Sales Support Specialist	San Francisco, CA	J. McGill	P: 415-676-3028	F: 415-705-6421
IMS	Rsch	International Research Analyst-P/T (20 hrs)	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Sales	Director of International Accounts	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IMS	Sales	Director of International Accounts	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IMS	Sales	Director, National Accounts	Framingham, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Sales	Director, National Accounts	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS	Systems	Manager of Information Systems	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IMS/Online	Ad Sales	Ad Traffic Coord, Global Web Advertising Network	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS/Online	Ad Sales	Operations Dir, Global Web Advertising Network	San Francisco, CA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Edit	Editorial Assistant	Boston, MA	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
IPS	Edit	Munich Correspondent	Munich, Germany	P. Fowler Sheer	P: 508-935-4796	F: 508-935-4600
MAC	Ad Sales	Ad Sales Administrative Assistant	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
MAC	Edit	Associate Editor (Reviews)	San Francisco, CA	C. Person	P: 415-978-3345	F: 415-442-0766
MAC	Edit	Associate/Sr. Associate Editor (Features)	San Francisco, CA	G. Gruman	P: 415-978-3176	F: 415-442-0766
MAC	On-Line	Online Account Manager (Inside Sales)	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
MAC/PCW	Admin	Receptionist	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
NW	Admin	Office Manager/Sales Assistant	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Circ	Vice President of Circulation	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Edit	Copy Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Managing Editor, Features	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Senior Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	District Sales Manager	Rochelle Park, NJ	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340

Job Opportunities - Monday, February 24, 1997

BU	Category	Title	Location	Contact	Phone	Fax
NW	Sales	District Sales Manager	Santa Clara, CA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Systems	Network Manager	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
PC Games	Art/Design	Designer	San Mateo, CA	J. Ma	P: 415-286-2555	F: 415-349-5279
PC Games	Art/Design	Designmer	San Francisco, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
PC Games	Edit	Managing Editor	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
PC Games	Edit	Online Editor	San Mateo, CA	S. Klett	P: 415-286-2544	F: 415-349-5279
PC Games	Sales	Regional Manager	San Mateo, CA		P:	F:
PCW	Admin	Administrative Assistant	Rochelle Park, NJ	T. Ohara	P: 415-978-3204	F: 415-974-7316
PCW	Admin	Administrative Assistant	San Francisco, CA	L. Grubbs	P: 415-978-3275	F: 415-442-1891
PCW	Admin	Assistant to the President/CEO	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Edit	Assistant Editor, Reviews	San Francisco, CA	B. hastings	P: 415-978-3378	F: 415-442-1891
PCW	Edit	Copy Chief	San Francisco, CA	L. Camus	P: 415-267-1793	F: 415-442-1891
PCW	Sales	Account Manager	Rochelle Park, NJ	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Sales	Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Sales	Account Representative	MA or NJ	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Systems	Mgr. Benchmark Dvlpmnt/Int'l Benchmark Liaison	San Francisco, CA	J. Milenbach	P: 415-267-1790	F: 415-546-1673
PCW - Hong Kong	Edit	Editor	Hong Kong	M. de Almeida	P: 011-852-2861-3238	F: 011-852-2861-0953
PCW/Online	Art/Design	Manager of Online Design	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
PCW/Online	bus dev	Business Analyst	San Francisco, CA	T. Gewecke	P: 415-978-3153	F: 415-974-7316
PCW/Online	Mgr	Multimedia Development Manager	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
PCW/Online	On-Line	Marketing Coordinator	San Francisco, CA	S. Danish	P: 415-978-3226	F: 415-975-2662
PCW/Online	Sales	Inside Sales Representative (2)	San Francisco, CA	S. Shore	P: 415-602-2607	F: 415-442-1891
PCW/WEB Magazin	Circ	Single Copy Sales Coordinator	San Francisco, CA	C. Stephenson	P: 415-978-3166	F: 415-442-1891
PCW/WEB Magazin	Edit	Editorial Assistant	San Francisco, CA	Dan Miller	P: 415-978-3295	F: 415-442-1891
PCW/WEB Magazin	Mktg	Marketing Communications Manager	San Francisco, CA	C. Smukler	P: 415-974-7394	F: 415-267-4558
PCW/WEB Magazin	Operations	Manager Business Development	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Rsch	Research Manager	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Sales	Account Manager	San Francisco, CA	S. Laughlin	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Sales	Eastern Account Manager	Newark, NJ	S. Brown	P: 508-935-4099	F: 508-935-4600
Publish	Admin	Administrative Assistant	San Francisco, CA	M. Higgins	P: 508-935-4766	F: 508-935-4600
Publish	Admin	PT Executive Assistant to Publisher/President	San Francisco, CA	M. Higgins	P: 508-935-4766	F: 508-935-4600
Publish	Edit	Assistant Editor	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
TempWorld	Admin	Client Services Coordinator, Temporary	Framingham, MA	C. Curnyn	P: 508-935-4721	F: 508-935-4600
TempWorld	Systems	Desktop Support Specialist, Temporary	Framingham, MA	C. Curnyn	P: 508-935-4721	F: 508-935-4600
Web	Edit	Editor, SunWorld Online	San Francisco, CA	S. Lawton	P: 415-267-4599	F: 415-267-1732
Web Shopper	Ad Sales	Director of Sales	San Francisco, CA	D. Ezequelle	P: 415-267-4560	F: 415-975-2631
Web Shopper	Admin	Administrative Assistant	San Francisco, CA	D. Ezequelle	P: 415-267-4560	F: 415-975-2631
Web Shopper	Systems	Manager, Product Development	San Francisco, CA	D. Ezequelle	P: 415-267-4560	F: 415-975-2631

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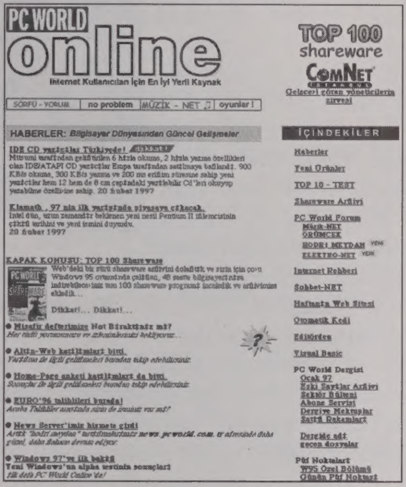

PC WORLD online

Internet Kullanıcıları İçin En İyi Yerli Kaynak

SORU - YORUM | no problem | MÜZİK - NET | oyunlar !

TOP 100 shareware

ComNet

Geleceği gören yöneticilerin zirvesi

HABERLER: *Bilgisayar Dünyasından Güncel Gelişmeler*

IDE CD yazıcılar Türkiyede!

Mitsumi tarafından geliştirilen 6 hızlı okuma, 2 hızlı yazma özellikleri olan IDE/ATAPI CD yazıcılar Empa tarafından satılmaya başlandı. 900 KB/s okuma, 300 KB/s yazma ve 200 ms erişim süresine sahip yeni yazıcılar hem 12 hem de 8 cm çapındaki yazılabilir Cd'leri okuyup yazabilme özelliğine sahip. 20 şubat 1997

Klamath, 97 nin ilk yarısında piyasaya çıkacak.

Intel dün, uzun zamandır beklenen yeni nesil Pentium II işlemcisinin çıkış tarihini ve yeni ismini duyurdu.
20 şubat 1997

KAPAK KONUSU: TOP 100 Shareware

Web'deki bir sürü shareware arşivini dolaştık ve sizin için çoğu Windows 95 ortamında çalışan, 48 saatte bilgisayarınıza indirebileceğiniz tam 100 shareware programı inceledik ve arşivimize ekledik...

Dikkat!... Dikkat!...

- Misafir defterimize Not Bıraktınız mı?
- Altın-Web katılımları bitti.
- Home-Page anketi katılımları da bitti.
- EURO'96 talihlileri burada!
- News Server'imiz hizmete girdi
- Windows 97'ye ilk bakış
  Yeni Windows'un alpha testinin sonuçları

İÇİNDEKİLER

Haberler

Yeni Ürünler

TOP 10 - TEST

Shareware Arşivi

PC World Forum
  Müzik-NET
  ÖRÜMCEK
  HODRİ MEYDAN YENİ
  ELEKTRO-NET YENİ

Internet Rehberi

Sohbet-NET

Haftanın Web Sitesi

Otomatik Kedi

Editörden

Visual Basic

PC World Dergisi
  Ocak 97
  Eski Sayılar Arşivi
  Sektör Bülteni
  Abone Servisi
  Dergiye Mektuplar
  Satış Rakamları

Dergide adı geçen dosyalar

Püf Noktaları
  W95 Özel Bölümü
  Günün Püf Noktası

and user visits, the PC World Online staff is not resting on its laurels. Last month Webmaster **Deyvi Levitas** helped redesign the site to incorporate news from the *Internet Guide*, a new bimonthly supplement to *PC World* focusing on Internet-related issues (see related story this page), as well as provide more links from its home page to inner pages.

Although Turkish advertisers have yet to embrace the Internet, Tarhan noted that because of the outstanding reputation PC World Online currently enjoys, IDG stands to gain the greatest share of advertisers' business later this year when clients' are expected to begin using the Internet to reach their customers.

IDG's joint venture in Turkey, UFT/IDG, publishes *Computerworld Türkiye*, *Macworld Türkiye*, *Network World Türkiye* and *PC World Türkiye*. *PC World Türkiye*, No. 1 in the market, faces competition from three publications: *Chip*, *Byte* and *PC Magazine*, each of which has, or is constructing its own Web site.

For more information on PC World Online, contact Cenk Tarhan via e-mail at: ctarhan@pcworld.com.tr.

@COMPUTERWORLD

continued from page 1

went over that line of trade/consumer magazines. They chose the best site as a whole — those publications using the Web in the best way to reach their readers."

@Computerworld, which has a staff of a dozen reporters, editors and production people, made its debut in January 1996.

The site is updated three times a day with breaking news and also contains features, special publications, online forums, audio feeds and numerous other resources for information technology professionals.

@COMPUTERWORLD

This week's features

PUSH

Online sites entered themselves into the contest and awards were also given for Best Overall Online Newspaper Service, Best Use of Advertising By An Online Newspaper and Best Online News Service By A Non-Newspaper Company.

A panel of 21 respected international authorities in the field of interactive journalism, hailing from 12 countries, acted as judges. To determine the winners, judges clicked through thousands of Web sites originating in 26 different countries.

The judges then used a numerical rating system to score various aspects of each Web site, as well as the overall site.

For more details on the awards and the Interactive Newspaper Conference visit http://www.mediainfo.com.

MORE ONLINE

The following is an abbreviated list of winners in the *Editor & Publisher* World's Best Online Newspaper Service Awards. For a full list of winners, check out IDG World Update Online at http://idgcentral.com.

Best Overall Online Newspaper Service
Category: over 100,000 circulation daily
New York Times on the Web
(http://www.nytimes.com)

Best Use of Advertising By An Online Newspaper Service
Category: over 100,000 circulation daily
Philadelphia Online
(http://www.phillynews.com)

Best Online News Service By A Non-Newspaper Company
C|NET News.com
(http://www.news.com)

INTERNET GUIDE HELPS TURKISH USERS UNTANGLE THE WEB

Move over *TV Guide*, and make room for *Internet Guide*. Beginning this month, Turkish Internet users have a new resource to help them get the most from their surf-time. The 32-page bimonthly, which will be bundled with every other issue of *PC World Türkiye*, is aimed at a general interest audience and will review sites ranging from politics to music to technology and the arts.

The first issue was sponsored by RaksNet, one of the largest Internet service providers in Turkey and was warmly welcomed by readers and the computer sector in general, noted Akdogan Ozkan, editor-in-chief of *PC World Türkiye* and the *Internet Guide*. The guide created such a stir, in fact, that two days after it appeared on the newsstand Ozkan was approached by SuperOnline, the largest ISP in Turkey, about sponsoring the second issue.

Although *Internet Guide* currently faces no competition, Ozkan said another media group is planning to launch a similar publication shortly.

For more information contact Akdogan Ozkan via e-mail: aozkan@idg.com.tr.

NOTEWORTHY

PROMOTIONS

COONEY

Network World's **Michael Cooney** has been promoted to the newly created position of associate news editor. Michael, previously senior editor, will be relocating to Framingham, Mass., from Arlington, Va., for this position. "Having three news editors will allow the editors to spend more time working with writers on important stories, do planning and will let the editors get out of the office and become more closely tied to the industry," said News Editor **Doug Barney**.

IDC has recently promoted three employees.

IDC's **Danielle Levitas** has been promoted to research analyst, Disk Drives and Components. "Danielle's impact on the Worldwide Storage Research Program has been huge. Her ability to collect and analyze quarterly market data has provided the group and IDC's customers with new and unparalleled levels of market insight," said VP of Storage Research **Crawford Delprete**.

Deirdre Hatch has been named program director, IRS/CIA at IDC. "Dee has been an essential contributor to the growth of the IRS/CIA program. In the last year, the group has made great strides in efficiency and performance, largely as a result of her efforts," said Group Vice President **Alexa McCloughan**.

Curtis Price has been promoted to director of the Data Communications Program. "Curtis has been with IDC for six years and has been instrumental in growing the Data Communications Program to over $552,000 in annual bookings," said Vice President of LAN and Data Communications **Lee Doyle**. "Curtis is very well known in the industry and is often asked to speak at various events."

NEW EMPLOYEES

Jacqueline Kellam joins *InfoWorld* as a sales associate. She has a B.A. in Japanese studies from the University of Colorado at Boulder. Her interests include skiing, hiking, running, reading and martial arts.

CLAUDIA FUNG

COOK

Jill Cook has joined GamePro Media Group as an online development manager. She was previously an associate editor in the online division with *PC Computing*. Jill has a B.A. in communications from the University of California/Santa Barbara and an M.A. in journalism/mass communications from the University of Colorado at Boulder. Her interests outside the office include soccer, mountain biking, rollerblading, reading, writing and going to the movies.

IDG WORLD UPDATE

NAJIA

IDC has hired three new employees. Previously a consultant at Putnam Investments, **Samer Najia** joins IDC as an application developer. He has a B.S. from Duke University and an M.B.A. from The American University. Samer is a licensed pilot and recently received a twin engine rating. He also teaches kung fu in Watertown, Mass.

IDG WORLD UPDATE

MATTISON

Victoria Mattison has started with IDC as a senior analyst supporting the European Subsystems business in Framingham, Mass., but plans to relocate to the company's London office. She was previously a senior product manager at Digital Equipment Corp. Victoria has a B.A. in languages from Providence College. Outside the office, Victoria, who is considering participating in her first marathon, enjoys running and traveling.

Dennis Byron has joined IDC as a research manager. He previously was a managing analyst at Datapro and has a degree from Stonehill College.

A recent graduate of the University of San Francisco, **Bonnie Robson** has started with *Computerworld* as a sales associate in the Burlingame, Calif., office. Bonnie has a B.S. in marketing from the University of San Francisco and enjoys the Internet and playing the piano.

MACHLIS

Sharon Machlis has started with *Computerworld* as a senior writer. She has a B.A. in political science with a communications concentration from the State University of New York at Binghamton. Sharon holds an advanced-class ham radio license and has been on the air from Sarajevo, Slovenia, Russia and Belarus, as well as the U.S. and Canada. Sharon also does advocacy work for Bosnia-Herzegovina, including editing the Bosnia Action Coalition's e-newsletter and maintaining the group's Web site.

Network World welcomes three new employees. Previously, working on a temporary basis at International Marketing Services in Framingham, Mass., **Enkutatash Gubaie** joins *Network World* as an account executive in direct response. Enku is a recent honor graduate of Pine Manor College and has a degree in English.

Denise Pappalardo has started with *Network World* as a senior writer. She previously worked as the East Coast bureau chief for *Telephony* magazine. Denise has a B.S. in English from the State University College at Oneonta in New York.

Aimee Damiani has started as a sales assistant at *Network World*. She previously worked as a customer service representative at Dragoco, Inc. managing designated accounts.

Joel Draper has joined IDG Books Worldwide in Indianapolis as a proofreader. Previously the executive director of Community Fellowship Ministries, Inc., Joel has a B.S. in food technology/chemistry from Purdue University. He enjoys sports and music.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

FCW Move Gives Test Center More Breathing Room

After six months of intense planning involving the cooperation of more than 50 employees, FCW Government Technology Group moved to a new, larger office. The move consolidated two floors of editorial, sales and business personnel, as well as FCW's product test center into a single space at 3141 Fairview Park Drive, Falls Church, Va. 22042.

Over the past year and a half, FCW Group has launched several new products including Government Best Buys, a product review supplement; civic.com, a montly magazine/Web site; fcw.com, the FCW Government Technology Web site; and the Government CIO Summit Series.

FEDERAL COMPUTER WEEK'S TEST CENTER NOW OCCUPIES 1,000-PLUS SQUARE FEET AT *FCW's new location. The test center, which employs five full-time staff members, is the only lab testing products that ship on government contracts.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS

Delia Quartey - IDG Books

FIFTEEN YEARS

Francisco Zabala - IDG Spain

TWELVE YEARS

Elizabeth Sutton Harpin - IDG Mexico
Grace Castro - IDG Books

ELEVEN YEARS

Jack McDonough - Network World

NINE YEARS

Francisco Catillo Vargas - IDG Mexico
Kevin Burns - IDG
Laura Sears Brady - IDG
Miklos Cocron - IDG Germany

EIGHT YEARS

Ursula Istavrinos - IDG Germany
Cynthia Berger - Computerworld
Shelly Aronson - Computerworld
Lise Thorstensen - PC World Norway

SEVEN YEARS

Randal Jackson - IDG New Zealand
Shirley French - IDG Books
Kirsten Baek - IDG Denmark
Stemp Kelly - IDG U.K.
Thomas Wilms - IDG Germany
Dianne McNeil - Computerworld

SIX YEARS

Francisco J. G. Avila - IDG Mexico
Kevin Octavio - Network World
Christine Gibney - Network World
Bill Reinstein - Network World
Russell Glitman - PC World
Leslie Gibby - IDC Government
Berit Ellegaard - IDG Denmark
Reinhard Prasse - IDG Germany

FIVE YEARS

Joe Brandon - IDG Central Services
Anthony Calamaro - FCW
Lynn Palmquist - CIO
John Brillon - Computerworld
Michalina Nowakowska - IDG Poland
Elga Legranzini - IDG Italy

FOUR YEARS

Doug Casement - IDG New Zealand
Rhona Hamilton - Macworld
Carlos Perez - IDG Spain
Christa Berger - IDG Germany

THREE YEARS

Mara Pluma Medina - IDG Mexico
Miyuki Chiba - IDG Japan
Diana Hwang Lien - IDC
Lisa Buckingham - Macworld
Michelle Davidson - Computerworld
W.K. Kan - IDG Hong Kong
Jacqueline Murphy - Computerworld
Kjell Gytrup - IDG Books Norway
Siri Herud - IDG Norway

TWO YEARS

Anne Simpson - IDG New Zealand
Stanislav Pribil - IDG Czechoslovakia
Alejandro de Francisco - IDG Lat. Amer.
Armando Merino - IDG Latin America
Kenji Muto - IDC Japan
Katsuo Hori - IDC Japan
Mayumi Matsuki - IDC Japan
Damian Sicking - IDG Germany

ONE YEAR

Tonna McGuinn - Computerworld
Philip T. Wong - IDG Books
Michael Welch - IDG Books
Katharine Dvorak - IDG Books
Seta Frantz - IDG Books
Andreas F. Schueller - IDG Books
Rachel A. Ybarra - IDG Books
Julie L. Bastian - IDG Books
Ted Bowen - InfoWorld
Robyn Looby - InfoWorld
Lori Mitchell - InfoWorld
Ted Myhre - InfoWorld
Jennifer Wendt - IMS France
Elissa Rabellino - Macworld

CELEBRATING 10

David F. Hill

HOME: Hamilton, Mass.

JOINED IDG: August 1986 as news editor at *Micro Marketworld* magazine in Framingham, Mass.

CURRENT TITLE: President, IDG International Publishing Services. IPS is responsible for the IDG News Service, all of IDG's international publication licensing activity, *IDG World Update* and a variety of special projects — all related to making the rest of IDG more successful.

MOST CHALLENGING PART OF YOUR JOB: Balancing the need to travel extensively with the responsibilities of managing the day-to-day issues in a growing business unit with 35 employees.

MOST MEMORABLE THING THAT'S HAPPENED TO YOU AT WORK: Certainly one of the most memorable was flying into Kuwait City at night through the burning oil fields right after the Gulf War to meet with customers of our Middle East publications. It looked like we were flying into the gates of hell. You also had to be careful not to wander into the minefields.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS: I haven't had time to think about doing anything else! It's a big world.

INTERESTS OUTSIDE THE OFFICE: Sailing, fishing, diving and almost anything else done on, in or under the water.

DREAM DESTINATION: Home.

FIVE PEOPLE LIVING OR DEAD YOU'D INVITE TO DINNER: W.S. Gilbert, Thomas Jefferson, Wolfgang Amadeus Mozart, Leonardo DaVinci and Theodore Kendall (my grandfather).

DAVID HILL (RIGHT) JOINS IDG CHAIRMAN PAT McGOVERN FOR *dinner at Boston's Ritz-Carlton in honor of his 10 years of service to the company.*

WORDS TO LIVE BY: "Oh, don't the days seem lank and long
When all goes right and nothing goes wrong,
And isn't your life extremely flat
With nothing whatever to grumble at?"
— W.S. Gilbert

FANTASY JOB: Coral reef inspector.

YOUR IDEA OF A PERFECT DAY ALONE: Warm water, warm sun and a fresh breeze.

RETIREMENT DREAMS: "All I ask is a tall ship and a star to steer her by."

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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March 3, 1997

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

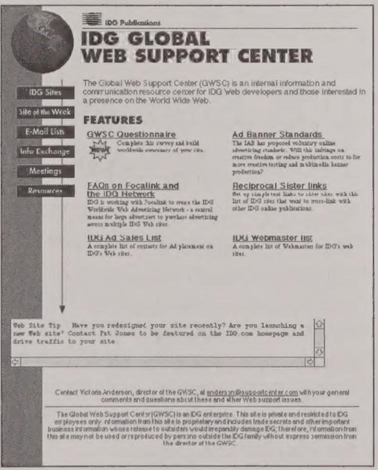
Global Web Support Center Unveils New Look

Redesigned home page offers improved access to growing inventory of online resources

Just shy of its one-year birthday, the IDG Global Web Support Center has unveiled a newly redesigned Web site that makes it even easier for IDG employees to navigate the numerous resources available and help them build a World Wide Web presence for their business units.

"With the growing number of subscribers to the GWSC and constant flow of information through the e-mail list services, the need to help IDG Web developers better access this information on the GWSC Web site was at the forefront of the redesign," said GWSC Director **Victoria Anderson**.

Featured on the GWSC home page are highlights of the latest IDG Web development information, including the GWSC Questionnaire (complete this survey online and build worldwide awareness of your site); the Internet Advertising Bureau's proposed voluntary online advertising standards; FAQs on Focalink and the IDG Network; and a list of reciprocal IDG sister links for publications wishing to cross-link with other IDG online publications.



IDG GLOBAL WEB SUPPORT CENTER

The Global Web Support Center (GWSC) is an internal information and communication resource center for IDG Web developers and those interested in a presence on the World Wide Web.

FEATURES

GWSC Questionnaire
Complete this survey and build worldwide awareness of your site.

Ad Banner Standards
The IAB has proposed voluntary online advertising standards. Will this infringe on creative freedom or reduce production costs to for more creative testing and multimedia banner production?

FAQs on Focalink and the IDG Network
IDG is working with Focalink to create the IDG Worldwide Web Advertising Network - a central means for large advertisers to purchase advertising across multiple IDG Web sites.

Reciprocal Sister links
Set up simple text links to sister sites with this list of IDG sites that want to cross-link with other IDG online publications.

IDG Ad Sales List
A complete list of contacts for Ad placement on IDG's Web sites.

IDG Webmaster list
A complete list of Webmasters for IDG's web sites.

Web Site Tip Have you redesigned your site recently? Are you launching a new Web site? Contact Pat Jones to be featured on the IDG.com homepage and drive traffic to your site.

Contact Victoria Anderson, director of the GWSC, at anderson@supportcenter.com with your general comments and questions about these and other Web support issues.

The Global Web Support Center (GWSC) is an IDG enterprise. This site is private and restricted to IDG employees only. Information from this site is proprietary and includes trade secrets and other important business information whose release to outsiders would irreparably damage IDG; therefore, information from this site may not be used or reproduced by persons outside the IDG family without express permission from the director of the GWSC.

In support of its mission to serve as an internal information and communication resource center for IDG Web developers and other interested employees, the GWSC maintains this password-protected Web site (http://www.supportcenter.com) and an active e-mail list service. The site features:

- A complete list of IDG Web sites and links to them with completed GWSC survey information.
- A Site of the Week Profile that allows IDG Web developers to showcase their site and share insights and resources with IDG peers around the world. To have your site featured as IDG Web Site of the Week, send a description to anderson@supportcenter.com.
- An Information Exchange that contains four areas focusing on business de-

• CONTINUED PAGE 5 •

Asia/Pacific Marketing Council Promotes IDC Expertise

Last month's release of PC shipment figures in the Asia/Pacific region marked a milestone in IDC history: the first joint announcement from IDC Japan and IDC Asia/Pacific in Hong Kong.

The collaborative effort garnered substantial coverage in *The Asian Wall Street Journal* (front page and inside) and in most other major daily and business publications in Japan and the region.

"To have one press release covering the entire Asia/Pacific region [13 countries in which IDC has offices, plus data from 15 countries in the "rest of A/P" category] with good comparative analysis was attractive for the *Journal*," said **Chitose Nii**, who handles media relations for IDC Japan. Data from IDC Australia was also included in the *WSJ*, as well as results from the People's Republic of China market, which **Dane Anderson**, manager of PC and printer research, IDC Asia/Pacific, provided in an interview. **Takahiko Umeyama**, research director, Personal Systems

• CONTINUED PAGE 7 •

IN BRIEF

PCW Romania Leads Nation's IT Publications in Ad Revenue

PC World Romania is the country's leading IT monthly in terms of advertising revenue, according to a recently completed audit by The Urban and Regional Center for Sociology. The publication, which ranked fifth among all Romanian monthlies, had gross advertising volume of $287,300 for the 10-month period (Jan. 1, 1996-Oct. 31, 1996) monitored by the center. For the study, the center used published advertising rates without consideration of volume or frequency discounts.

Among the study's conclusions: audience demographics and circulation, while a consideration among major advertisers in Romania, are not rated as highly by advertisers as a publication's visual impact and printing quality.

According to **Mihaela Gorodcov**, general manager of IDG Communications Publishing Group SRL, the news is even better for *PC World* than the ranking would suggest. Because *PC World* is published only 10 times a year (Jan./Feb. and Aug./Sept. being double issues) *PC World*'s ad volume during the monitored period derived from only eight issues compared with 10 issues for competitors *Byte* and *Chip*.

Gross Advertising Volume Among Monthly Magazines (Jan. 1-Oct. 31, 1996)

Magazine	Value ($)	Category
1. Advantages	715,103	women
2. AutoPro	339,901	cars
3. Sport Magazine	323,091	sports
4. Pro Cinema	320,555	cinema
5. PC World	287,800	IT
6. Byte	283,730	IT
7. Financial Market	272,692	finance/banking
8. The Price of Success	224,700	lifestyle
9. Chip	187,575	IT
10. Womens World	42,886	women

SOURCE: URBAN AND REGIONAL CENTER FOR SOCIOLOGY, PUBLISHED IN CAPITAL, A ROMANIAN BUSINESS WEEKLY

SHORT TAKES

IDG VP/Technology Bob Metcalfe has been elected to the National Academy of Engineering. Election to this organization is among the highest professional distinctions accorded an engineer and reflects "important contributions to engineering theory and practice, including significant contributions to the literature of engineering theory and practice and unusual accomplishment in the pioneering of new and developing fields of technology." Metcalfe was honored for his development of the Ethernet.

A Note from the Editors

Continental Divide

Though most of us would agree that we are more alike than different, on certain issues the gulf remains deep. Inches vs. centimeters; miles vs. kilometers; quarts vs. liters; driving on the right vs. driving on the left. To this list we now add seven continents vs. five (or six) continents.

In the Feb. 17 issue of *IDG World Update*, a story on the launch of *Computerworld South Pole* made reference to the company now having IT publications on all *seven* continents. Here in the U.S., every eight-year-old knows that the world's great land masses include: North America, South America, Europe, Asia, Africa, Australia and Antarctica. As was brought to our attention by a careful reader in Australia, eight-year-olds in many other parts of the world would beg to differ, citing five (or six) continents: the Americas, Europe, Asia, Africa, Australia and sometimes Antarctica.

Although we try hard to make *World Update* relevant for our global audience (hence our recent decision to abandon the use of spring/summer/fall/winter whenever possible), our U.S.roots do on occasion poke through.

We appreciate the feedback — and let's just say we have publications on *more* continents than any other IT publisher!

U.S. Employee Survey Deadline Extended to March 10

The IDG Corporate Human Resources department has extended the deadline for returning the 1997 U.S. Employee Surveys until March 10.

The survey provides employees with a vehicle for sharing ideas and opinions on the IDG work environment with senior management in an anonymous fashion.

If you need a new survey, please contact your HR representative.

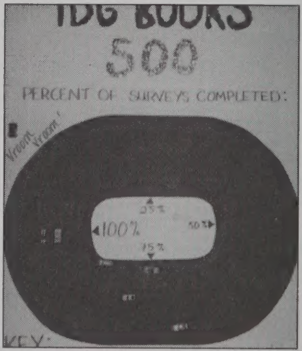
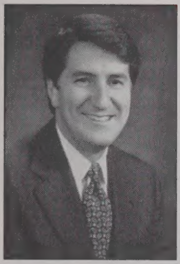


PHOTO FINISH. *IDG Books employees in Indianapolis track their departments' progress in returning the 1997 Employee Survey.*

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q What can you tell us about the IDG cyber-newsstand project?

A IDG's online efforts to date have mirrored IDG's historical publishing philosophy: our online activities are integrated with our print publications to serve their well-defined reader communities. While early Web audiences originally favored the "supersite" model of centralized publishing, growth in Web use is validating IDG's vision. Mainstream users joining Web audiences today increasingly seek more personally targeted content and more useful Web services. This is especially true as the amount and range of content on the Web becomes increasingly broad and chaotic.

IDG's publications stand to benefit from the trend favoring targeted content; however, the wide and growing range of Web options challenges readers to identify the publications most tailored to their needs. To meet that challenge, IDG initiated a project, code-named Newsstand, to assist readers in identifying and joining the IDG communities most suited to them by providing a single point of Web access to IDG's content. Newsstand will not be a supersite; it will be a next-generation search and personalization capability to facilitate quick, easy, efficient access to content on any IDG site worldwide.

In the process, the Newsstand will promote IDG as the world's leading provider of IT content on the Web. Under the editorial guidance of Rob Garretson and his team at the IDG News Service, the Newsstand will deliver the most interesting, innovative and relevant stories and services from IDG's sites around the world. This focused editorial input, combined with leading-edge profiling software, will ensure that each Newsstand visitor sees a "top page" that is tailored to his specific needs and underscores the ability of IDG to provide the most useful and targeted, IT content. The Newsstand will also leverage the unique ability of IDG to deliver technology news to readers before any other provider. Moreover, because these services will be available throughout the world, in multiple languages, the Newsstand will define IDG as the world's only global Web publisher.

IDG's Web sites will benefit directly from this effort in a number of ways. By offering the preeminent technology "search engine," Newsstand will increase traffic to IDG's sites. No content will be housed on the Newsstand; Newsstand will deliver headlines and abstracts only. When a user clicks on a headline, he will be delivered to the site where it resides — thereby generating a page request for that site. By delivering new users to IDG's sites, the Newsstand will provide an opportunity to convert these visitors to regular readers.

Enhancing awareness of and traffic to IDG's sites is the primary goal of the Newsstand effort. In addition, the involvement of the News Service will support IDG sites' efforts to obtain and publish the most engaging and relevant content quickly and showcase IDG as the most comprehensive IT news operation in the world.

Currently under development, the Newsstand is scheduled for launch in early spring 1997. The Newsstand effort is directed by Laurie Morgan at IDG Marketing Services. The project is relying on expertise from throughout IDG during its development, notably from Thomas Gewecke and Adam Block at PC World; regular updates on the project will appear on the Global Web Support Center site (http://www.supportcenter.com)

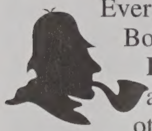
At a meeting recently, one of our overseas editors told me his publication was being operated on a "close-down basis" i.e., new subscriptions were not being accepted, current subscriptions were not being renewed, active ad sales efforts were being curtailed — in short, no steps were being taken to continue the publication as a going concern. This title has been successful for several years and is still profitable, though less so than in previous years due to a downturn in the local IT sector. The editor said the publication's performance was pulling down the unit's overall bottom line and this was unacceptable because the unit feels it must keep its overall margin level because IDG is preparing for a public offering. This is just the kind of short-sighted operating strategy that many of us have feared each time a rumor about IDG's going public is floated. Can you comment?

First, the Executive Committee has never asked any business unit to make a decision because of any potential public offering of IDG. Moreover, the kinds of decisions you refer to above — subscription promotion, advertising sales — are made locally by the business unit manager in the context of the unit's annual plan. Each business unit is measured on three simple criteria: employee satisfaction (measured by the worldwide employee survey), customer satisfaction (measured by editorial surveys) and meeting budget (measured by monthly financial reports). We would expect any successful business unit head to use these measures to read the market in making decisions about allocating resources; which market areas should have increased coverage (or new publications, or events, or research programs), and, conversely, which areas should be de-emphasized.

In a market as turbulent as ours, each business unit faces these questions frequently, and, being the entrepreneurs they are, our business unit managers are experts at identifying new opportunities. Last year, for example, IDG business units started more than 50 new publications around the world, while only a handful were folded back into existing publications or folded altogether. We must be as pragmatic about our current activities as we are visionary about our new opportunities.

OFF SITE

IDG Books Worldwide's Bill Barton Reveals Secret Identity as Sherlockian



Every six weeks or so, IDG Books Copy Editor **Bill Barton** gets together with about 30 friends to, among other things, read and quiz each other. Could they be brushing up their editing skills? Fine-tuning their grasp of esoteric grammar rules?

No, it's elementary, my dear Watson — they're holding meetings of the Illustrious Clients of Indianapolis, a group of local Sherlock Holmes enthusiasts.

Barton has been a member of the Illustrious Clients since 1980. The group's name is derived from the Sherlock Holmes story "The Adventure of the Illustrious Client."

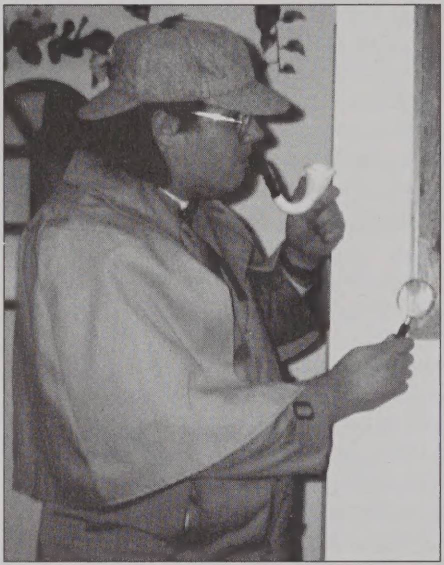
The group is one of approximately 100 "scion societies" around the world, offshoots of the original Baker Street Irregulars, a New York-based, membership-by-invitation-only group formed in the 1930s that still meets once a year in New York.

Each group chooses its own name; the Illustrious Clients is so named because the story of the same title was one of the favorites of the group's founder, J.W. Williamson, who started the society in 1947. The Indianapolis group is the only scion society that meets regularly in Indiana.

The group meets approximately eight times a year and usually focus meetings around a specific story by Sir Arthur Conan Doyle, creator of Sherlock Holmes. Doyle wrote 60 original stories, the Canon, as Sherlockians call it, from approximately 1887-1926. Originally published mainly in England's *Strand* magazine, the stories were later compiled into various books.

Members read a story (or reread it in most cases), discuss the material and often quiz each other about characters and obscure events in the story.

They also occasionally participate in interactive mysteries created by fellow members, play games such as "Sherlockian Trivia" or "Wheel of Deduction" and sometimes even write and perform humorous parody plays, of which Barton has written four.



BILL BARTON USUAL WORK ATTIRE AT *IDG Books* *doesn't include the 1880s garb. The trademark coat, hat and pipe are tributes to the copy editor's favorite literary detective: Sherlock Holmes.*

Members of the Illustrious Clients also research stories and publish what Sherlockians call "writings on writings"; these usually speculate about what Sir Arthur neglected to include in the stories.

Socializing and publishing

The Indianapolis society has also self-published five books in its 50-year history, two of them in recent years: *The Illustrious Clients Case-Notes* and *The Fourth Illustrious Clients Casebook*. The latter is available in most bookstores that specialize in mystery and Sherlockiana.

"Initially these scion societies were primarily for people who enjoy Sherlock Holmes and like to get together to socialize and keep alive the spirit of Holmes. Increasingly, however, the goals of some of the groups have become more serious," said Barton, referring to the publishing activities that many scion societies have embraced.

Barton didn't become involved with the Illustrious Clients until after college but has always found Sherlock Holmes, quite possibly literature's most famous detective, to be especially intriguing.

"When I was a kid, I watched the Sherlock Holmes movies on TV and always found them interesting," he said. "And then in college I really got interested."

While finishing his B.A. in English/composition/journalism at Indiana University-Purdue University at Indianapolis, he took a course on children's literature and read *The Adventures of Sherlock Holmes*, a book of short stories. Enticed by both the mystery and Holmes' investigative methods, Barton decided to read the rest of Doyle's writings involving the super sleuth.

After he finished these stories, he continued to read numerous articles, books and pastiches — fictional stories by other writers that take Holmes on new adventures.

Barton, who finds it hard to choose just one favorite Holmes story, narrows his picks down to "The Red-Headed League," "The Adventure of the Retired Colourman" and "The Adventure of the Speckled Band."

Barton says his attraction to his favorite literary persona is no mystery. "Sherlock Holmes is such a fascinating character. His stories have a sense of justice and of doing what's right," Barton said. "They took place in a very romantic era, too, so that captures the imagination."

Thanks to IDG World Update intern Renee LaJeunesse for contributing this article.

WANTED: OFF SITES!

If you or one of your colleagues has an interesting hobby or is highly accomplished in an avocation, send a note to world_update@idg.com.

IDG

Job Opportunities
Monday, March 3, 1997

Managing Editor, Features (NW)
The Managing Editor, Features, will be responsible for assigning and editing feature stories on a range of topics as well as editing Network World's Management Strategies section. Proven editing skills are a must, as you will be working with freelancers to craft their stories into colorful, hard-hitting features. Familiarity with a range of networking technologies and issues is required, as are strong organizational skills. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Traffic Coordinator (CW)
The Traffic Coordinator will provide administrative support to the Traffic Department. Duties include preparation of postal forms, maintaining and submitting records of postal and freight expenditures to CW and IDG accounting and generating weekly reports pertaining to the distribution of the publication. Other responsibilities include preparation of graphic displays of various delivery metrics. Candidates must be well organized, detail oriented and able to prioritize tasks and follow through to completion. This individual will work closely with internal departments such as Circulation and Production as well as external vendors such as freight carriers and printing plants. Excellent written and oral skills are required. Knowledge of Windows95 and Lotus 1-2-3 is a plus. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Librarian (IDC)
IDC West is currently looking for a Librarian. The successful candidate will be responsible for reference service using online, internet, CD-ROM, and hardcopy sources. This individual will also maintain company and subject files and provide customer service to both internal and external clients. Requires a minimum of 2 years experience in a business library, experience in online searching and good communication skills. ***Location: Mt. View, CA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Online Circulation Manager (MAC)
The ideal candidate will grow quality circulation for Macworld Online through banner and other outside links, partnerships, emails, contests, and other opportunities. He/she will develop Macworld Online's circulation database in an effective and efficient manner, including relevant demographic and contact information. This position will work closely with online ad sales to ensure enough circulation to meet ad view requirements and help determine viable ad packages for future sales. This position requires a familiarity with computers, computer products and the marketplace, as well as familiarity and strong interest in the internet and communication via internet enabling technology. Strong circulation experience, negotiation and database skills, as well as the ability to develop and build growth strategies are also required.
Location: San Francisco, CA
Contact: J. Julian, Fax: 415-442-0766, Phone: 415-978-3141, Email: jeff_julian@macworld.com

Account Manager (Publish)
Publish Magazine is seeking an Account Manager for our Eastern territory. The successful candidate will prospect, maintain, and grow the advertising space, while maintaining a professional and consistent performance in meeting advertising revenue. This position will service and maintain all advertising after the sale is made, including customer support, file maintenance, report generation and credit clearance. Prior sales experience in the electronic publishing industry with a knowledge of its products, marketplace and East Coast territory highly desirable. ***Location: MA or NJ***
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Executive Administrative Assistant, Temporary (TempWorld)
IDG TempWorld, IDG's in-house temp pool, has an assignment open for an Executive Administrative Assistant at our Corporate Support Center. Reporting to the Vice President of Finance, this individual will be responsible for general administrative duties including filing, preparation of presentations, conducting internet searches, and other projects as needed. Ideal candidate will possess strong computer skills (MS Excel, and MS Word), experience conducting internet research and a professional manner. This is a temporary part-time assignment (20 hours per week, flexible) for approximately 5 weeks. ***Location: Boston, MA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

GWSC

continued from page 1

velopment, technology, advertising and editorial and design. Questions and replies posted on the GWSC e-mail lists are archived here.

• A list of upcoming internal and external meetings and conferences related to Web issues. This area also contains reports on selected past meetings. Anyone wishing to post information about upcoming online meetings may send dates and meeting agendas to anderson@supportcenter.com.

• A list of various external resources grouped by category: editorial and design, advertising, technology, business development and job listings, as well as vendor and product category information, with IDG evaluation of products and links to vendor sites.

Finding solutions

The GWSC also supports an enthusiastic group (close to 400 and counting) of IDG Internet participants around the world through an e-mail list service. Anderson works closely with IDG Web sites to coordinate solutions for common questions and problems.

Information is distributed via the Global Web Support Center e-mail list service (gwsc-list@supportcenter.com), a moderated e-mail service used to post internal Web developer announcements linked to resources on the Web site.

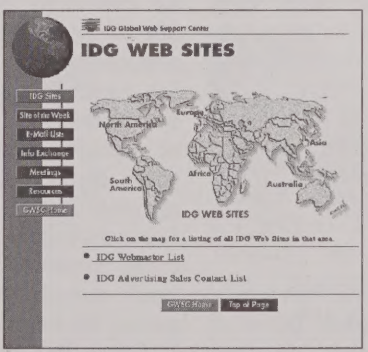
Three e-mail list services are currently available, and any IDG GWSC subscriber may post a message to IDG Web developers on these list services.

They include:

•GWSC-list@supportcenter.com. This service is for general information and is mailed to all GWSC subscribers.

•GWSC-Sales-list@supportcenter.com. This service is designed specifically for discussions related to online ad sales.

•GWSC-Webmaster-list@supportcenter.com. This service provides a forum for Webmasters to discuss vendor and technical information.



Click on the map for a listing of all IDG Web Sites in that area.

- IDG Webmaster List
- IDG Advertising Sales Contact List

An e-mail list for online editors is under development. To subscribe to the editors list, send an e-mail to anderson@supportcenter.com with a message <subscribe to editors list>.

The latest reports from regionally coordinated IDG online meetings in the areas of editorial, advertising, technology and business development are written by Anderson and posted on the list service and Web site. Daily questions and replies posted to the GWSC e-mail lists are also archived on the site (see Info Exchange area).

"The purpose of this information exchange is to share information on an ongoing basis to help Web publishers arrive at solutions," Anderson explained.

The GWSC is also working with IDG Marketing Services to help raise awareness among IT advertisers worldwide about what IDG sites are offering to readers and advertisers.

"With this collected data, the mission is to drive additional advertising dollars to IDG Web sites and to share online information internally to help IDG Web development efforts. By completing the GWSC questionnaire, sites contribute to aggregate IDG information and are part of an internal IDG Web site database," Anderson noted.

Complete the GWSC survey online at http://www.supportcenter.com/Questionnaire.html.

Anderson is scheduled to attend this week's PC World Latin America Product Line Meeting in the Dominican Republic, where she will make a presentation and participate in a roundtable discussion of online issues relevant to the region.

She also hopes to attend upcoming IDG online conferences in Europe, as well as the *CW/InfoWorld* European product line meeting in Malta June 11-13.

NOT FOR WEBMASTERS ONLY

Lest anyone think the Global Web Support Center is only of use to the Webmasters and IS managers among us, Dan Miller, senior editor at *The Web Magazine* in San Francisco, can present evidence to the contrary. Searching for a way to bring a global perspective to an upcoming article on cybercafes, Miller contacted GWSC Director Victoria Anderson about posting a message using one of the center's list services.

One Thursday, Dan sent a request for help in gathering short first-person reports about cybercafes throughout the world to the almost 400 GWSC subscribers on the GWSC-list@supportcenter.com list. By the next Monday morning he had 10 solid offers of assistance from IDG colleagues in Sweden, the Netherlands, Brazil, Costa Rica, New Zealand, the Czech Republic, the Philippines, Canada, the U.K. and the U.S.

"It was an exceptionally effective way to reach potential writers around the world," Miller said. "I didn't necessarily want professional writers — if I had, I might have contacted the IDG News Service instead. But I was more interested in having regular folks give me their impressions of local cafes, and that's what the list gave me. Meeting Vicki was serendipitous, but I'm really glad I did!"

How to Get Access

To access the password-protected Global Web Support Center site, create a password you would like to use and e-mail it along with your request to GWSC Director **Victoria Anderson** at:

anderson@supportcenter.com.

Once you receive access to the site, you will also automatically be subscribed to the GWSC e-mail list service.

NOTEWORTHY

PROMOTIONS

Network World's **Mary Cornetta-Brown** has been promoted to vice president, human resources. "Since starting *Network World*'s full time Human Resources Department in October 1995, Mary has provided invaluable leadership in integrating the HR function into *Network World*'s strategic organizational structure," said President **Colin Ungaro**. "Mary has distinguished herself as the consummate professional."

CIO has promoted three employees in its editorial department. **Carol Hildebrand** has been promoted from senior writer to senior editor. "With three years experience covering issues near and dear to the CIO, plus a few years editing and writing at *Computerworld*, Carol commands a great deal of understanding of the technology and business issues confronting information technology managers. She's earned her way to be one of the leaders of *CIO*'s editorial department," said Managing Editor **Rick Pastore**.

Christopher Koch has also been promoted to senior editor of *CIO*. "Chris has tackled the toughest assignments at *CIO* and produced insightful features which have struck loud chords with *CIO*'s readers," Pastore said.

After a brief time as copy editor, **Sara Shay** has been promoted to associate editor. "Sara takes on one of the toughest jobs in the department — making our features as good as they can be. Her attention to detail and natural feel for copy flow are in-demand assets that *CIO* is lucky to have," Pastore said.

NEW EMPLOYEES

IDC's Framingham office has hired four new employees. **Christopher Dawe** is an associate research analyst. He was previously employed at Giga Information Group as a research associate. He has a B.A. in English from Plymouth State College and his interests include golf, skiing, running, biking, reading and writing.

Roger Kay has started with IDC as a senior research analyst. He previously worked for his own writing services company doing research, writing, editing and production. Roger has a B.F.A. in music from Bennington College and an M.B.A. from the University of Chicago Graduate School of Business. He enjoys bicycling, skiing, food and wine and is most proud of his nine-month-old daughter.

Previously employed at Shipley Company, **Andrea Gilchrist** joins IDC as an administrative assistant in the communications department. Andrea enjoys sailing and reading.

Previously a product/solutions engineer at Dragon Systems, **Jeff Kinz** has started with IDC as a research manager for the application development tools platform. He has a B.S. in computer science from the State University of New York at Brockport. Outside the office, Jeff enjoys automotive road racing.

DEVINE

Eithne Devine has joined IDC's European Support and Operational Services Expertise Center in London as a research analyst. She has a B.A. in business and spent a year with Dataquest. Eithne enjoys reading, writing, traveling and listening to music.

GREENBLAT

Laurie Greenblat has joined IDG Book's Foster City, Calif., office as an executive assistant. She previously provided administrative support for merchandising and event planning for Sega of America. Laurie recently completed a B.A. in business management at the University of Phoenix. She is an avid equestrian and competes in rodeo contests and parades. She also recently completed a three-year project restoring her classic Mustang.

Susan Parini, previously a production coordinator at Key Curriculum Press, is now a production project coordinator at IDG Books. She has a B.A. in art from San Francisco State University.

Previously working on a freelance basis with *Macworld*, **Aimee Lennig** has joined *Macworld* as a design associate. She has a B.S. in applied art and design from California Poly State University. Outside the office Aimee enjoys dancing, snowboarding and photography.

Judy Bernstein joins *Computerworld* as the online news editor for @Computerworld working out of her Long Island, N.Y., home. She was previously a senior editor with *NetGuide Magazine*. Judy has a B.A. in English/writing from Queens College. In her spare time, she is an adviser to the student newspaper at St. John's University.

ZELEDÓN

Maximo Zeledón has started with IDG Marketing Services in the San Francisco office as a PR/marketing assistant. He was previously a research assistant at San Francisco State University. Maximo has a B.A. in history from the University of Madrid, Spain and an M.A. in history from San Francisco State University.

Susan Watson has been hired by *CIO* as the director of public relations. Susan comes to IDG from *Boston Magazine* where she was the director of marketing. Susan has a B.A. in communications from Simmons College. She enjoys skiing, going to the movies and reading crime/mystery novels.

TRANSFERS

IDG WORLD UPDATE

GITELSON

Emily Gitelson has joined IDG Research as an advertising analysis associate. She transferred from *Computerworld,* where she previously spent two years working in the Information Management Division.

TELL US!

Does your office have a new employee? Recent promotions? All business units may send Noteworthy news to: world_update@idg.com.

MARKETING COUNCIL

continued from page 1

group, IDC Japan, and other IDC analysts in Asia were also instrumental in providing information.

The joint announcement was an outgrowth of the newly formed, and tentatively named, IDC Asia/Pacific marketing council. The council was formed this year to leverage IDC's strong regional presence by developing a marketing strategy that ensures that the IT community in each Asia/Pacific country is fully aware of the scope of IDC's research and its market leadership.

During the past decade, the Asia/Pacific region has achieved a significant level of business influence. Many of the countries in the region have growth rates double those of their European and North American counterparts, and consumer spending and infrastructure investment are both soaring. And with a huge potential customer base, these countries have caught the attention of the world market, and global organizations are scrambling to gain a foothold in these economies.

"This represents a great opportunity for IDC," said **Mike Cleary**, marketing services manager for IDC Australia and chairman of the IDC A/P marketing council. "We've long had a presence in the region and, over the years, have built up considerable expertise, goodwill and infrastructure. The challenge now, and the main reason the council was set up, is to ensure that these key competitive attributes are recognized in the information technology and telecommunications community and capitalized on."

In addition to Cleary, the council members for 1997 are Singapore-based **Chris Perrine**, account executive, sales/marketing, IDC Asia/Pacific; and Chitose Nii, IDC Japan. They plan to hold monthly teleconferences to discuss issues such as media relations, marketing consistency and resource leverage. Through these meetings, the 13 IDC offices in the region will be able to synchronize and streamline their marketing efforts, thus ensuring that repetition of effort is avoided and that the full strength of IDC's collective resources is felt in the marketplace. The council members will make sure that press releases go out regularly and widely whenever a new report, new numbers or details of an event are released.

IDG World Update Online (http://idgcentral.com) has excerpts from the A/P PC report.

The offices will also be encouraged to support one another in marketing their events and products and, in so doing, project into each country market a sense of coherent and widespread coverage.

The council will work toward its objectives in two distinct ways. On the one hand, it will ensure that the regional business community is presented with a professional, wide-ranging, coherent and multifaceted organization, while on the other it will work to develop new levels of communication and cooperation between the staff in IDC offices around the region. The aim will be to ensure that all staff members are well aware of one another's roles and current activities. In this way, IDC researchers and support staff will be able to swap ideas, combine their talents and leverage off one another's projects for the overall benefit of the group.

For details on the council, contact Mike Cleary at mcleary@idcresearch.com. For details on the A/P PC announcement, contact Chintose Nii at cnii@idcresearch.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS

Thomas Monahan - Computerworld

FIFTEEN YEARS

Frederick Losapio - Computerworld

THIRTEEN YEARS

Ditter Stein - IDG Brazil

TWELVE YEARS

Rachel Parker - InfoWorld

TEN YEARS

Jane Lagas - Macworld

EIGHT YEARS

Fatima Ruiz del Olmo - IDG Spain

SEVEN YEARS

Peter Kincses - IDG Hungary
Carlos de la Iglesia - IDG Spain

SIX YEARS

Mila Pancheva - IDG Bulgaria
Dalia Schwartz - Macworld
Agnes Karácsony - IDG Hungary
Marcsi Mártek - IDG Hungary

FIVE YEARS

Sasha Matincheva - IDG Bulgaria
Erivelton Oliveira - IDG Brazil
Teresa Lin - IDG Hong Kong
Steve Stamates - InfoWorld

FOUR YEARS

Sandra Helena Damas - IDG Brazil
Glen Myles - IDG Australia

THREE YEARS

Susanne Wessel - IDG Denmark
Maggie Saunders - IDG Australia
Jens Stark - IDG Switzerland
Jaikumar Vijayan - Computerworld
Ross Owens - InfoWorld
Paul Tyler - InfoWorld

TWO YEARS

Toni May - Macworld
Ginger Von Wening - Macworld
Márta Rácz - IDG Hungary

ONE YEAR

Hatice Basegmez - IDG Turkey
Gülderen Dindar - IDG Turkey
Lars Bo Christiansen - IDG Denmark
Christian Harris - IDG U.K.
Jason Whittaker - IDG U.K.
Alicia Grob - PC World Argentina
Thomas Cloer - IDG Germany
Enrico Zambetta - IDG Italy
Graham Marsh - IDG Hong Kong
Vassil Vladkov - IDG Bulgaria
Georgi Topusov - IDG Bulgaria
Ong Ngee Ming - IDG /W.Expo Singapore
Shari Daly - Computerworld
Jennifer Threatt - Computerworld
Robert Troemner - Computerworld
Arthur Cohen - Computerworld
Shawn LoCascio - InfoWorld
Andrew Foster - InfoWorld
Ephraim Schwartz - InfoWorld
Dylan Tweney - InfoWorld

CELEBRATING 10

Deb Goldstein

HOME: Newton, MA

JOINED IDG: February 1986 as list manager in the Direct Marketing Services group.

CURRENT TITLE: President of IDG List Services, a full service list management and brokerage company with a team of 10.

BEST PART OF YOUR JOB: Working with a group of wonderful humans that still impress me every day.

LATEST ACCOMPLISHMENT: Launching the first e-mail rental program on the list market.

CAREER HIGHLIGHT: Dinner with Pat McGovern at the Top of the Hub, where we sat at a table looking out over a shimmering city, sipping champagne. Pat is a gracious and generous host who is genuinely interested in your thoughts on his company.

MOST MEMORABLE MOMENT AT WORK? I was coming back from lunch. And by mistake I catch my coat in the car door. So I think to myself, “Well, I’ll just reach into my pocket and get the keys out and unlock the door.” Unfortunately the part of my coat stuck in the door was the pocket with my keys. Plus I’m standing in a puddle. Attached to my car. I take off my coat, pin it on my car with my lunch and head to my office. As my group heard the story and looked out the window, they just lost it.

DID YOU THINK YOU’D BE HERE FOR 10 YEARS? Absolutely. And for another 10.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: To have a customer or client tell me what a pleasure it is to do business with my group.

DEB GOLDSTEIN CALLS HER 10-YEAR ANNIVERSARY DINNER *with IDG Chairman **Pat McGovern** “one of the most memorable and delightful evenings of my life.”*

INTERESTS OUTSIDE OF THE OFFICE: Doing my artwork (collage), writing poetry and seeing family and friends.

WHAT IS THE LAST GOOD DEED YOU DID: Gave money to someone who was just a little short of cash to pay for their groceries. That’s called a mitzvah. A Yiddish term for a good deed. You must do as many as you can to earn a better place in the heavens.

YOUR IDEA OF A PERFECT WEEKEND: Any weekend in Paris. In June.

IF YOU WON THE LOTTERY TOMORROW, YOU WOULD: First, do nothing. Then, live in Paris. Travel to every sacred place on earth and then retire to the ocean.

IF YOU COULD DO ONE THING OVER: Nothing. Mistakes happen for a reason. You don’t learn anything otherwise.

IDG WORLD UPDATE

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International Data Group is the world’s leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 10 March 10, 1997

MANY U.S. PUBLICATIONS OFFER DISCOUNTS TO IDG EMPLOYEES
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ONLINE: IDG COO JIM CASELLA ANSWERS YOUR QUESTIONS
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IDG CHAIRMAN PAT McGOVERN SPEAKS OUT IN NEW YORK TIMES OP-ED PIECE
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

CW Schweiz, PC Welt Programs Offer Reader Feedback to Advertisers

What do readers think about the ads that they see in their favorite IT publications? *Computerworld Schweiz* in Switzerland and *PC Welt* in Germany have created their own programs to find out. One publication uses a telephone survey to gather reader feedback for clients, while the other collects information online.

IDG Switzerland is giving clients a free evaluation of the ads that appear in the March 10 issue of *Computerworld Schweiz*. This is the second year IDG Switzerland has offered the service, called Copytest, following last year's enthusiastic response from advertisers.

Two days after they receive the March 10 issue, more than 200 *CW Schweiz* subscribers will be selected at random by an independent market research firm and asked about their impressions of various ads. Only the larger display ads (those with an area of 1,500 mm and larger) will be considered during the 15-minute telephone interview.

There are three categories of questions, with several questions within each category. Readers will be asked

• CONTINUED PAGE 4 •

IDG List Services Blazes Trail through Tricky Terrain of E-mail List Rentals

IDG business units can typically be found at the innovative edge of their respective markets, so it comes as little surprise that IDG Communications List Services has blazed a trail where no list rental company has yet dared to go.

Last August, the company launched the industry's first e-mail list rental program in conjunction with Web Publishing Inc.'s *JavaWorld* and *SunWorld Online*. The results to date have been outstanding and two more IDG units — *Network World* and *PC World* — have just launched programs. By the end of 1997, List Services President **Deb Goldstein** hopes to have a total of eight IDG publications offering e-mail list rentals.

"This is the first legitimate e-mail list rental program on the market," Goldstein said. "We knew we were taking a big risk with this, given the privacy issues related to Web marketing, and industry reaction could have gone either way." To ward off any potential negative fallout, Goldstein said she worked with **Michael McCarthy**, president of Web Publishing, to design a program that both "respects the privacy of individuals and provides an extremely responsive audience for marketers."

There are four components to the program.

- **Opt question**. First and foremost, it is essential to ask subscribers for permission to send third-party solicitations to them via e-email. This is done through an "opt-out" question included among the initial registration questions designed to collect demographic information from subscribers. An opt-out question is a default question that if not answered, implies permission. For example, "From time to time this publication will be sending third-party solicitations to your e-mail address. If you do not want to re-

IDG WORLD UPDATE

***IDG LIST SERVICES PRESIDENT Deb Goldstein** calls her group's program the first "politically correct" e-mail list rental program on the market in that it respects the privacy of subscribers.*

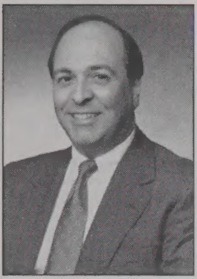
• CONTINUED PAGE 5 •

IDG Employees Eligible for Discounted Subscriptions

IDG employees can add one more perk to their benefits packages — discounted subscriptions. Although it may not be widely known, a number of IDG publications offer discounts on their subscription rates to IDG employees. The following is a list of publications contacted by *IDG World Update* that give IDG employees a break on the basic subscription price. Don't forget to mention you are an IDG employee when ordering.

MAGAZINE	BASIC RATE	U.S. DISCOUNT	NON-U.S. DISCOUNT	CONTACT
CIO	$75 for 21 issues a year	$50	None	Denise Perreault CIO Communications, Inc. 492 Old Connecticut Path Framingham, MA 01701 E-mail: denisep@cio.com Phone: 508-935-4443 Fax: 508-879-7899
WebMaster	$29.97 for 12 issues a year	$25	None	
Computerworld	$48 for 51 issues a year	$29.95	Canada: $95.00 & 7% GST/yr Other rates begin at $110.	Contact the circulation department at e-mail: circulation@cw.com or call 800-343-6474
GamePro	$24.95 for 12 issues a year	$12.50	Add $30 for air delivery. Orders must be prepaid with a credit card.	Amy Nibbi at anibbi@gamepro.com
Macworld	$30 for 12 issues a year	$15	Contact *Macworld* for additional postage.	Peter Ho at peter_ho@macworld.com
Network World	$129.00 U.S. $160.50 Canada $150.00 Central/ South America $205.00 Europe (surface) $300 All other countries	40% discount for all IDG employees.		Bobbie Cruse at bcruse@nww.com
PC Games	$18 for 10 issues a year without CD-ROM	$9	Add $25 for shipping.	To order: Send a request with name and address to: Tomoko Negishi PC Games 951 Mariner's Island Blvd., Suite 700 San Mateo, CA 94404
PC World	$29.90 for 12 issues a year	$14.95	Canada/Mexico: Add $20.00 Other international: add $46.00 air freight.	Shama Ali at e-mail: shama_ali@pcworld.com or fax: 415-882-0936
The Web	$20 for 12 issues a year	$10		
Publish	$39.95 for 12 issues a year	$19.95	Canada/Mexico: Add $18.00 Other: Add $40.00 Orders must be prepaid.	Mail to: Publish Subscriptions 501 Second St San Francisco, CA 94107 Fax: 415-495-2354

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Can you please explain why IDG has so many different operations in China? I think I counted nine different companies publishing at least 15 different titles in the "IDG: Who Are We?" issue [Jan. 6] of *World Update*.

A IDG is well positioned for significant growth in the future in China. We have operated in China, through joint venture companies, since the early '80s because of the foresight of our chairman, Pat McGovern. Today, we have media and exposition companies that are unparalleled by any of our global competitors. Most of them have only started operations in China during the past several years.

China is a unique market opportunity and most of our current advertising clients are working diligently to establish themselves in this enormous market, which has unrivaled potential for future growth. Today, China is the third largest economy in the world. It trails only the U.S. and Japan. The U.S. trade deficit was larger this year with China than with Japan for the first time.

The cost of doing business in China has increased significantly over the past several years, but Pat McGovern and [IDG Asia Managing Director] Hugo Shong have continually identified new opportunities and partners that ensure that China will play a very significant part in IDG's future growth and will help to ensure the prosperity of IDG.

For the past few years you've listed in this column IDG's revenue breakdown among its major activities. For FY95 it was listed as:

Publishing	**73%**
Research	**9%**
Books	**8%**
Expos	**5%**
Training	**3%**
Other	**2%**

Can you give us a similar breakdown for FY96?

The breakdown for FY96 is:

Publishing	72%
Research	9%
Books	10%
Expos	6%
Training	3%

IDG Books became the first business unit to cross the $100,000,000 threshold in net sales during FY96! [CEO] John Kilcullen and [President] Steve Berk-owitz are confident that they will reach $200,000,000 by the year 2000. Our exposition business also grew very strongly, both in revenues and operating income. Internet Commerce Expo was introduced as a new show in September in Anaheim, Calif., by [ICE President] Ron Milton and his team. It was so well received that they will have a spring show in Atlanta this year, as well as several international ones.

Our core brands remain strong and we continue to add several new ones each year, which fuel new growth over time.

What is the status of IDG's investment in Netscape? Several of my clients [outside the U.S.] have expressed some concern about our investment in this company and are hesitating to place advertising with our publications as a result.

IDG continues to hold a very small stake in Netscape. Our percentage ownership is less than 3% of the outstanding shares. This past year Jim Ghirardi, at the direction of the IDG board of directors, invested in several equity funds.

Therefore, Netscape is only one of many equity positions that we currently hold. All of these positions are less than 5%, and IDG has no involvement with the day-to-day operations of any of these companies. For example, we have a very clearly stated policy that no IDG executive will sit on the board of any outside companies because of our desire to limit potential conflicts.

I would like to suggest that you "probe further" to discover what this customer's real objection is to placing ads in your publications. Early in my career in advertising sales, I learned that this type of objection is often masking the true reason and that by "digging deeper" I was able to answer the real objection and form a relationship that resulted in long-term advertising commitments.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

CW SCHWEIZ, PC WELT

continued from page 1

how memorable ads are ("Of the ads you've seen, do you remember a particular ad from IBM?"), whether the ad prompted a reaction ("Did you speak to someone about this ad? Contact a distributor? Test the product?") and how they judge an ad "(Did you think the ad was informative?").

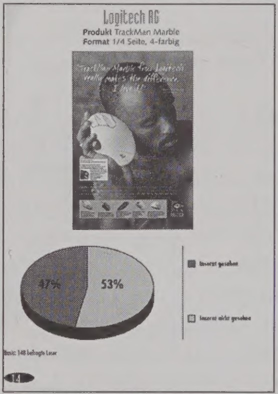
One month after the survey is completed, all *CW Schweiz* clients will receive a brochure from IDG Switzerland documenting Copytest's results. The brochure will be printed in German for clients, and an English translation will be printed for IDG Marketing Services to send to clients and agencies (see related story).

IDG Switzerland is heavily promoting the issue on which this year's survey will be based, giving advertisers ample notice through mailings, telephone calls and personal contact.

This year's "week 11" issue has 14 pages of ads compared with 3.5 pages of ads in the same issue last year without Copytest. The number of advertisers who are running ads that qualify for Copytest increased enough to cover the cost of running the survey and printing the brochure and produced incremental revenue of 100,000 Swiss francs (US$67,000).

ERGEBNISSE DES AKTUELLEN COPYTESTS
ANZEIGEN IM VERGLEICH – REAKTIONEN UND BEURTEILUNGEN
Computerworld

THE COVER OF CW *Schweiz's 1996 ad evaluation brochure showed an intergalactic information highway.*



ONE SECTION OF THE *brochure depicted the ad and the percentage of readers who saw and didn't see the ad.*

According to Advertising Manager **Urs Flückiger**, some other publications in Switzerland offer this sevice, but it is not a very common practice.

PC Welt's Ad Panel

Munich-based *PC Welt* began its reader Ad Panel in November 1992 by sending a paper questionnaire to 100 subscribers after each monthly issue. In November 1996 the staff decided to cut costs and increase the efficiency of the survey by administering it online to 200 subscribers.

In the panel's early years, participants were recruited by mail using subscribers' addresses. However, since more than two-thirds of *PC Welt*'s circulation is through the newsstand, the staff wanted a panel more representative of this group, but there was no inexpensive way to recruit them at the time. The online reader panel has solved this problem. One ad in *PC Welt* brought in enough volunteers for the first online panel, and substitutes are recruited online through the *PC Welt* home page.

Readers volunteer for the panel and serve for one year, although they can decline participation anytime and be replaced by other interested readers. *PC Welt* gives volunteers their choice of free online hours (for CompuServe only), software, books or article reprints.

Every month each customer who places a full-page ad gets a free four-page evaluation from *PC Welt* that includes a cover letter, information on the survey methodology and reader feedback in the form of an overall rating [a numerical ranking that compares it to all other ads] and how the ad measured in terms of 10 individual criteria [informative, easy to understand, well-designed, etc.] as a percentage compared to the average of other ads in a similar format. The winning ads (by overall rating and individual criteria) are included in the monthly *PC Welt* marketing newsletter that is distributed to all clients.

Each year *PC Welt* holds an awards ceremony, "The Computer Ads of the Year," for customers and ad agencies to celebrate the best ads of the year as ranked by overall rating and individual criteria. As with IDG Switzerland's program, the winners are featured in a slick brochure.

"The Ad Panel is an unbeatable marketing tool for *PC Welt* ad sales," said **Antje Bruns** of *PC Welt*'s marketing communications/services group. "Winners love the brochure and use it to show how successful they are. Other clients used it as a guide to see how effective ads should look."

PC Welt now includes more consumer ads (cars, banks, jeans, beer, etc.), and the ad panel began evaluating those ads in January. The best consumer ads will be honored in next year's awards ceremony in an independent category, which will raise the event's visibility in the eyes of a more diversified client base, many of whom enjoy substantially larger ad budgets than their IT counterparts.

For more information, contact Urs Flückiger at urs_flueckiger@computerworld.ch or Antje Bruns at 101377.2652@compuserve.com.

Editors' note: Other IDG publications conduct reader surveys of ads, including Macwelt *and* Computerwoche *in Germany and various U.S. titles.*

IMS CRAVES READER REACTIONS

IDG Switzerland and the IDG Magazine group in Germany are not the only business units that get a lot of use out of their brochures with reader evaluations of ads.

"We get a tremendous amount of mileage out of these surveys," said Managing Directory/International Frank Cutitta. "U.S. clients want to know if their ads are working overseas. With the help of these surveys and the brochures, we can help clients identify which elements of their ads are most attractive to a non-U.S. audience."

The staff of IDG Marketing Services/Europe, Middle East and Africa has also found the surveys useful for their clients.

Cutitta encouraged any other business units that are conducting reader surveys of ads to contact him at frank_cutitta @idg.com.

IDG

Job Opportunities
Monday, March 10, 1997

VAR Telephone Interviewer (CW)
The selected candidate will conduct telephone interviews with computer resellers. Telephone interviewing experience and strong communication skills necessary. Knowledge of the computer industry a must. Candidate must be detail-oriented, accurate and a team player. Foreign language a plus. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Manager, New Business Development (CW)
Working with the ROP sales staff, this individual will be responsible for the overall leadership and strategic planning for the CW Selects, Vertical Market Initiatives and other business development programs. Must have 5-8 years related sales management experience. Successful candidate will be leadership-oriented, possess a thorough knowledge of the IT industry, have excellent communication and relationship-building skills. ***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Part-Time Receptionist (IDG)
IDG's Irvine regional sales office is looking for a part-time Receptionist. In this position, you will greet visitors, clients, and vendors, answer a busy switchboard, deliver and post mail, and assist business units with projects. Good organizational, communication, and computer skills are required. Ability to run and troubleshoot a variety of office equipment such as copiers, faxes, Fedex Powership, and postage or mailing machines a plus. Hours: 8:30-12:30 Monday through Thursday and 8:00-12:30 Friday. ***Location: Irvine, CA***
Contact: J. Stevens, Fax: 714-250-4881, Phone: 714-442-4032, Email: jill_stevens@idg.com

Part-Time IS Intern (IDG)
IDG IS department is looking for a part-time intern (3 days a week) to assist in the setting up of PCs, install software, perform basic system checks, monitor high volume printers, and provide clerical duties as needed. The ideal candidate for this position must have some experience with PC hardware and software, excellent interpersonal and writing skills, and be very motivated to learn from this exciting opportunity. ***Location: Framingham, MA***
Contact: M. Higgins, Fax: 508-935-4600, Phone: 508-935-4766, Email: molly_higgins@idg.com

National Accounts Analyst (IMS)
IDG Marketing Services has an immediate opening for a National Accounts Analyst. This motivated, well-organized individual will construct multi-publication advertising proposals, evaluate page rates, develop negotiation strategies with publications, analyze competitive investments, and establish relationships with clients and agencies. To succeed in this fast-paced, dynamic environment, qualified candidates will possess the following essentials: superior quantitative, analytical, and written & oral communication skills; assertiveness; professionalism; an interest in the high-tech industry; an entrepreneurial spirit; and strong attention to detail. BA/BS and 2 years of related professional experience required. ***Location: San Francisco, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

HTML Programmer (IMS)
This individual will help create, edit, and maintain the IDG Corporate Web Site. Must be a detail-oriented team player with strong HTML programming skills. Must be proficient in HTML authoring packages (BBEdit, Pagmill) on the Macintosh. Experience with graphic programs, Photoshop, etc. a plus. ***Location: San Francisco, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Web Designer (IMS)
Establish and direct information hierarchy and graphic identity of the IDG Corporate Web Site for multiple platforms. Conceptualize and create/direct design, graphics, animation, audio, and video. Must be a detail-oriented team player with strong creative design skills. Must be proficient in Photoshop, Illustrator, Sound Edit 16, and Director on the Macintosh. ***Location: San Francisco, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Editor-in-Chief (PC Advisor)

An experienced Editor is required to lead, develop and direct an editorial team of 13 journalists and production staff. The objective is to take the 18 month old title from its current #4 position to #1 in the world's most competitive computer magazine market. The successful candidate would be expected to oversee and analyze the reader research programs and apply his/her skill and experience in establishing how the editorial content should be molded to satisfy reader demand. This would be a great opportunity for some one who has gained the relevant experience outside the UK and would be interested in relocating to London for a minimum of 2 years. ***Location: London, England***

Contact: K. Gould, Fax: , Phone: 44-171-831-3191, Email: kitg@idg.co.uk

Administrative Assistant (PCW/WEB Magazine)

To support the Eastern Ad Director in all administrative facets of advertising sales, to include clerical support, office support, customer service, and general support as needed. To work as a team member with Account Managers helping sell display and marketplace advertising. Must be PC literate and have a good knowledge of Word for Windows and Excel for Windows. Must be organized, detail oriented, must possess excellent written and verbal communication skills. Must be able to prioritize and adapt quickly to a multi-task, fast paced environment. ***Location: Newark, NJ***

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Circulation Promotion Manager (PCW/WEB Magazine)

This position has direct responsibility for all aspects of THE WEB MAGAZINE's new business subscription promotions, including direct mail, insert cards, subscription agents, card-in-the-box, online, etc. Will be responsible for creative, print production, and response forecasting and analysis. Also responsible for all aspects of premiums, including inventory management and fulfillment. Prepare monthly financial reporting, including reforecasts and estimates.
Location: San Francisco, CA

Contact: E. Di Matteo, Fax: 415-442-1891, Phone: 415-987-3107, Email: ellen_dimatteo@pcworld.com

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Places where you can find the complete list of job opportunities across IDG:

1. *Lotus Notes - Job Opportunities Database*
2. *IDG Central: http://idgcentral.com*
3. *IDG home page: http://www.idg.com*
4. *Job Hotline: East Coast ⇨ 508-935-4406 West Coast ⇨ 415-978-3100*
5. *Monday, March 31, 1997 edition of the World Update*

McGovern Calls for More Balanced View of Deng Xiaoping Legacy

New York Times op-ed piece runs in last Sunday's issue

In an op-ed article in last Sunday's (March 9) business section of *The New York Times*, IDG Chairman **Pat McGovern** juxtaposes the leadership of China's Deng Xiaoping with that of the former Soviet Union's Leonid Brezhnev and compares the market economies of China and Russia. He points out that Deng's legacy is undermined by Western values of censorship and free speech and submits that Deng was a visionary when he opened China's door to foreign companies. Because of this, China has a healthy and growing market, while Russia, unfortunately, is not enjoying the same success. McGovern concludes that Deng's memory deserves a greater distinction than Tiananmen Square, and that his contributions to the welfare of China should not be overlooked or minimized.

MORE ONLINE

The full text of Pat McGovern's article appears on *IDG World Update Online* (http://idgcentral.com). Employees may also contact **Kathy Day** at IDG Marketing Services (kathy_day@idg.com) or tel: 415-676-3000 or fax: 415-705-6421 to receive a copy.

LIST SERVICES DEFINED

IDG List Services is a full-service list management and brokerage company that specializes in high-tech and business-to-business direct marketing. The 10 employees at IDG List Services in Framingham, Mass., manage 19 IDG lists and three non-competitive outside lists.

For example, although *InfoWorld* owns its subscriber list — consisting of the names, addresses and demographic data of its subscribers — List Services manages the list on *InfoWorld's* behalf. Outside companies, such as Novell, can contact List Services and "rent" one of these lists, thereby gaining access to the names on that list in order to send direct mail marketing information.

LIST SERVICES

continued from page 1

ceive them, please check here."

• **Source notification**. To address the privacy issues connected to e-mail, recipients should be notified of the source of their name. All third-party messages should include a header or footer indicating how that company obtained the subscriber's name. The notice might read, for example: "This message is brought to you as a valued subscriber of X-publication." An additional opt-out question at the end of the message allows the recipient to choose not to receive any further messages.

• **Relevancy**. By insisting that all third-party messages are sent to the list owner, i.e., the publication, for review and approval, publications can ensure that only pertinent information be sent to their subscribers.

• **E-mail provider**. All list renters are required to use List Services' service provider, Flashback Digital Delivery Systems, which ensures total security for the list.

According to Goldstein, approximately 20% of subscribers opt out during the registration process. To date, only a fraction of 1% of the remaining 80% of subscribers have chosen to discontinue receiving information from list renters. "What this means," Goldstein explained, "is that there is a big misperception out there that says people don't want to receive information via e-mail. If it's relevant and important, they want it."

KEY TO SUCCESS

The key to the success of this program, noted McCarthy, is ensuring that people receive only relevant information from third-party mailers and that they feel free to decline receiving more e-mail at any time. "If a message is not of interest to you, it's junk mail. Conversely, information on a topic that interests you is not junk mail. Our tests confirm that people are reluctant to remove themselves from lists that provide additional information that is of interest to them even if every single message is not."

And although every message sent from a third-party mailer using one of Web Publishing's lists carries an opt-out question, of the tens of thousands of pieces of e-mail sent out by marketers using Web Publishing's list in the past six months, fewer than 1% have chosen to remove themselves from the list. "We make it very easy for people to know why they're getting a particular piece of e-mail and how to get off the list if they so choose. Because of this, people are receiving it very well," McCarthy said.

According to Goldstein, this is a program that benefits all involved. It provides the list owners with an excellent source of incremental revenue with virtually no additional costs. List renters have a totally new way to reach a highly responsive and targeted audience, and that audience is receiving relevant information that is useful to them in their work.

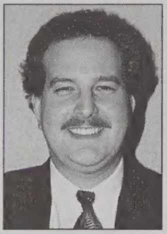
Of the 13 companies that have rented one of the three available lists in the past six months, one third have chosen to rent again. That 3-to-1 repeat business ratio is outstanding even by traditional direct marketing standards, according to Goldstein.

While Goldstein notes that the mailing community was initially cautious to embrace the program, all that seems to be changing and a "tremendous momentum" is building among e-mail marketers who see this medium offering a quick, inexpensive means to reach a targeted, responsive audience.

For more information, contact Deb Goldstein at: deb_goldstein@idg.com.

NOTEWORTHY

PROMOTIONS


IDG WORLD UPDATE

MATHEWS

Seven-year IDG veteran **Tom Mathews** has been promoted to vice president of human resources. Tom had previously taken on duties in international and executive human resources. "Many of you have been fortunate to interact with Tom over the years during the various development programs he has conducted around the world. Tom's excellent knowledge of IDG's worldwide family and his broad human resources background make him uniquely suited to take on these new duties," said Chief Operating Officer **Jim Casella**.

Beth Freedman has been promoted to senior marketing manager at IDC. She has been supporting the Networking, Telecom, Internet and Services group for the past six years. "Beth has been extremely effective in promoting all of our products and events and has done an exemplary job of promoting our reports. We continue to rely on her for her ongoing marketing support of our products, brand name and overall activities," said Senior Vice President of Networking, Telecom and Internet **Gigi Wang**.

PC World has promoted **Sandy Wong** to senior marketing manager. Working out of the San Francisco office, Sandy started with *PC World* seven years ago as a sales assistant. "Anyone in ad sales will tell you that no one organizes a major event, trade show or meeting like Sandy. Now she's applying her hard work, organizational skills and marketing sense to working with our ad agency, as well as managing various projects such as advertising campaigns, direct mail and awards programs. Sandy's a real team player," said Vice President/Associate Publisher **Jeff Edman**.

NEW EMPLOYEES

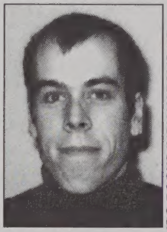
Randi Siegal, who left IDC in 1990, has rejoined the company as a senior account executive. Before returning to IDC, Randi worked at Computer Intelligence and Alternative Resources Corp. Randi has a B.S. in management/market research from Ithaca College and enjoys skiing, theater and reading.

Alicia Morgan has joined Event Travel Services in Dedham, Mass., as the vice president of sales and marketing. Alicia previously spent seven years as vice president of marketing for Globetrotters, a nationwide wholesale tour operator. Alicia has a B.S. in business from Providence College and enjoys golf, travel and movies.

IDG BOOKS INDIANAPOLIS HR

BRASWELL

IDG Books Worldwide has hired three employees. **Stacie Braswell** has joined IDG Books in Indianapolis as a product technical support representative. She is pursuing a B.S. in biology at Indiana University. Stacie enjoys reading, surfing the 'Net and exercising. She is particularly proud of her own home page: http://ezinfo.ucs.indiana.edu/~sbraswe/.


IDG BOOKS INDIANAPOLIS HR

SCHEFFY

Previously employed by the University of California at Berkeley's Pavement Research Center, **Clark Scheffy** is a project editor at IDG Books Worldwide in Indianapolis. Clark has a B.A. in English from the University of California at Berkeley. He is a professional musician with five records to date and enjoys record collecting and material and graphic art.

Becky Morgan has started with IDG Books Worldwide in Foster City, Calif., as an editorial assistant. Becky's responsibilities include assisting in the contracts process. She attended St. John's College.

Previously a production manager with Water Environment Federation in Alexandria, Va., **Jennifer Darnell** has joined *PC World* as a production manager. Jennifer has a B.A. in art history from the University of Pennsylvania.

Susan Watson has been hired by CIO Communications as the director of public relations in charge of developing and implementing a comprehensive PR program for *CIO* and *WebMaster*, including publicity and special events. Susan joins CIO from *Boston Magazine* where she was marketing director. Prior to working for *Boston Magazine*, Susan was special projects director for Wenner Media.

Alicia Giovannini has joined *Computerworld* as a sales associate in Burlingame, Calif. She previously worked at CommerceWave, Inc. as a marketing assistant. Alicia has a B.S. in marketing from Santa Clara University.

Michael Torcellini joins *InfoWorld* as a regional manager. He was previously the director of strategic programs at CMP. He has a B.A. in journalism from San Francisco State University and enjoys sports, travel, entertaining and charity work.

Patricia Josefek has joined *Network World* as an editorial assistant. Pat previously worked for Framingham Podiatry as an administrative assistant and as a medical assistant for MetroWest Chiropractic Associates.

IDG WORLD UPDATE

ROCHE

Stephanie Roche has joined International Publishing Services as a financial administrator. Previously a custody/mutual fund accountant with Investors Bank and Trust company, she has a B.S. in business administration from Framingham State College. Stephanie enjoys going to Red Sox games and the beach.

Andrea Dudrow has joined *Macworld* as an editorial administrative assistant. She was previously an administrative assistant with The Center on Juvenile and Criminal Justice. Andrea has a B.A. in anthropology from the University of New Hampshire. Her outside-the-office interests include design, photography and writing.

TRANSFERS

IDG WORLD UPDATE

INZA

Steve Inza has transferred to IDG's International Publishing Services in Boston as an IS support specialist. He previously worked at IDC in Framingham as an IS desktop support specialist. Outside the office, Steve enjoys fishing, spending time with his family and keeping in touch with his friends at IDC.

Andrew Newman has joined IDC Latin America as a research analyst. He was previously a contractor at IDC Brazil and has a B.A. in international relations from the University of Pennsylvania.

TELL US!

Does your office have a new employee? Recent promotion? Let IDG World Update *know about it. All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Walter Schönberger - IDG Germany

SEVENTEEN YEARS
John Dix - Network World

FIFTEEN YEARS
Maryann McAuley - IDG

FOURTEEN YEARS
Lucy Sheehan - IDG
David Vellante - IDC
Dorthe Theodoraki - IDG Denmark

THIRTEEN YEARS
Christina Spence - Publish
Leslie Barton - Macworld

TWELVE YEARS
Rachel Parker - InfoWorld

TEN YEARS
Lyndsay Brunning - IDG New Zealand
Eleni Brisbois - Network World

NINE YEARS
Eve Lieberman - IDG
Vibeke Whitehead - IDG New Zealand

EIGHT YEARS
Carol Hildebrand - CIO
Evilee Thibeault - Network World
Christopher Connery - Computerworld

SEVEN YEARS
Andrew Ware - IDC
Grant Clothier - IDG New Zealand
Melissa Riofrio - PC World
Scott Danish - PC World
Kathy Poppenhagen - Macworld

SIX YEARS
Catherine Hayes - CIO
Brad Bass - FCW
Deborah Brennan - IDG
Christopher Whelan - IDC
Kristin Kueter - InfoWorld
Laurie Durlester - InfoWorld
Heidi Broadley - Computerworld

FIVE YEARS
Wendy McClure - FCW
Allen Grome - IDG
Frances Whalen - IDG
Robert Metcalfe - IDG
James Casella - IDG
Karen Gowe - IDC
Elizabeth McPherson - IDC
Aleida Hernandez - IDC
Ayla Güner - IDG Turkey
Michael Cooney - Network World
Ousmane Keita - IDG Czechoslovakia
Heidi Anderson - PC World
Lilian Christiansen - IDG Denmark
Marianne Fajstrup - IDG Denmark
Wojciech Gryciuk - IDG Poland
Jay Lampus - Computerworld
Nancy Coy - Computerworld
Leticia Lehane - Computerworld

FOUR YEARS
Tim Clarke - IPS
Susan Marrone - IDG
Jacqueline Migell - IDG Newsletters
Chris Yalonis - IDC
Eric Lewis - IDC
Eva Pechova - IDG Czechoslovakia
Maria Elena M. Guerrero - IDG Mexico
Naohito Kato - IDG Japan

THREE YEARS
Christine Cahill - IDG
Resa Altsher - CIO
Garry Vlass - IDC
Thomas Lahive - IDC
Gene Lee - IDC
Lisa Hilton - InfoWorld
Tomoko Kiyotsune - IDG Japan

TWO YEARS
Antonette Cutone - IDG
Allen Furst - IMS
Terrence Houston Bailey - IDG
Kimberly Giovanni - IDG
Namrita Sethi - IDC
Yücel Komcez - IDG Turkey
Ayse Yetmen - IDG Turkey
Richard Black - Network World
Tom Garvey - Network World
Martin Fatun - IDG Czechoslovakia
Julie Campagna - PC World

ONE YEAR
Ani Musisoglu - IDG Newsletters
Kimberly Looney - IDG
Teresa Swafford - IMS
Joann Vuong - IMS
Ronald Brandon - ICE
Tom Field - CIO
Calvin Wade - IDC
Monica Parekh - IDC
Elena Kaplan - IDC/LINK
Thomas Harris - IDC
Robert Straus - IDC/LINK
Kevin Hause - IDC
Craig Lee - GamePro
Gini Talmadge - PC Games
Osman Payash - IDG Turkey
Taner Tecer - IDG Turkey
Neslihan Akalm - IDG Turkey
Marcela Peckova - IDG Czechoslovakia
Vladimir Fuksa - IDG Czechoslovakia
Daniel Vojnik - IDG Czechoslovakia
Zdenka Tomaidesova - IDG Czech.
Linda Schneider - InfoWorld
Yuka Hayakawa - IDG Japan
Gustavo Kruel - IDG Brazil
Edileuza Soares - IDG Brazil
Kazuki Minami - IDC Japan
Gigliola Pizzi - IDG Italy
Allan Choy - IDG Hong Kong
Edward Chan - IDG Hong Kong
Randall Weston - Computerworld
William McKenna - Computerworld
David Daoud - Computerworld

CELEBRATING 10

Susan Egan-Narta

HOME: Trabuco Canyon, Calif.

JOINED IDG: June 11, 1986 as a sales assistant for *Network World* and *MicroMarket World.*

CURRENT TITLE: Southwest Sales Administration Manager for *InfoWorld.*

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: I love to hear that I helped customers find the answers they need or made their jobs easier. I remember when I first started with IDG a customer thanked me for my tenacity in helping find a solution for his problem. I've tried to deliver a high standard of customer service ever since.

BEST PART OF MY JOB: I feel fortunate to work with the kindest and most professional publishing team in the industry. Being part of *IW*'s climb to the No. 1 enterprise IT newsweekly publication in the industry has been both rewarding and challenging. I truly enjoy all aspects of my job.

FAMILY: My husband Craig and I have three cats, BB, Sami and Stinky. They are our children largely due to the fact that Craig travels for business almost 40 weeks out of the year.

FANTASY JOB: I would like to be captain or first mate of the Southern Calif.-based IDG-sponsored Pacific Offshore Racing Team. We would travel the oceans winning races under the IDG banner. Pat would reward my winning efforts by keeping the boat fueled and ready to run here in Newport Beach.

FIVE PEOPLE YOU'D INVITE TO DINNER: I would like to have five of my relatives who are no longer with me together again to tell stories of their life experiences.

INFOWORLD'S SUSAN EGAN-NARTA JOINS IDG CHAIRMAN ***Pat McGovern*** *for lunch at the Ritz-Carlton in Laguna Niguel, Calif., in honor of her 10 years of service to the company.*

INTERESTS OUTSIDE THE OFFICE: I enjoy powerboating, gardening, spending time with my wonderful husband and great friends, and shopping.

LAST GOOD DEED: I let someone cut me off on the 405.

DREAM DESTINATION: Charter a large motor yacht and cruise the South Pacific.

MANAGER'S PROFILE: "Susan's positive attitude and will to win are key elements that contribute to *InfoWorld*'s continued growth and success! She is always an excellent example to others. Her primary concerns focus on our customers' needs, expressing detail in the reporting process and effective communication at all levels within the company. She is a valued business partner, and I am proud to be on the same professional team with her."

*- **Joe Kerwin**, vice president and Southwest ad director*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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PAGE 3

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

First Webby Awards Offer Music, Mingling and Fun

Start with a hip club, mix in a few celebrities, one mayor, a bunch of winning Web sites, top it all off with live entertainment and what have you got? The Web's answer to the Oscars. Sponsored by *The Web Magazine*, IDG's San Francisco-based monthly, the Webby Awards are the Internet's first major content-driven, consumer-focused and nationally televised awards program.

Instead of recognizing the technical aspects of Web sites, the Webbys are designed to honor sites offering the best information.

"In keeping with the spirit of the Web itself, the Webby Awards shine a spotlight on content, not technology," said Editor-in-Chief of *The Web* **Steve Fox**. "Like *The Web Magazine* itself, the Webbys are irreverent and have an out-of-the-ordinary approach. We pay homage to and poke fun at awards shows like the Oscars, the Grammys and the Tonys."

The Webby Awards, held at the San Francisco Bimbo's 365 Nightclub,

• CONTINUED PAGE 5 •

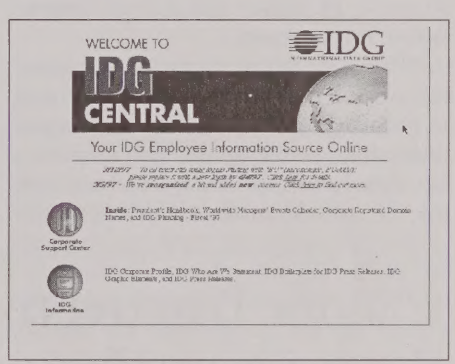
IDG Central Adds Content, Aims for Future Expansion

IDG Global Communications has taken the wraps off its new and improved IDG Central Web site. IDG Central, which was launched as a Lotus Notes initiative in April 1996 followed by the beta Web site in September, is billed as "Your IDG employee information source online." With improved security and additional content available on the new site, it is that and a whole lot more.

New login/password system: The new site is designed and administered using Lotus Notes' "Domino" technology. With Domino, it is now possible to give each IDG employee an individual login and, if desired, a personalized password. In addition, users who are authorized to access restricted areas will no longer need additional passwords to access that content.

***New content*:** A great deal of additional content has been added to the site since the Web launch in September. New content includes information from the IDG Corporate Support Center, IDG Research, IDG Credit, International Marketing Services, and Corporate Communications. One that should be of broad interest is the IDG Directory, a comprehensive resource containing information on all IDG business units worldwide.

Win a Personal Digital Assistant! - See page 5.


WELCOME TO

IDG CENTRAL

Your IDG Employee Information Source Online

Inside: President's Handbook, Worldwide Managers' Events Calendar, Corporate Registered Domain Names, and IDG Planning - Fiscal '97

IDG Corporate Profile, IDG Who Are We Statement, IDG Boilerplate for IDG Press Releases, IDG Graphic Elements, and IDG Press Releases.

IDG GLOBAL COMMUNICATIONS IS *working with business units worldwide to add strategic, customer-focused content to IDG Central.*

Since the launch of IDG Central, the IDG Corporate Support Center has begun the process of putting its information on line. The IDG Planning Report FY97, the 1997 Worldwide Managers Meeting Agenda, the President's Handbook and the Worldwide Managers Events Calendar were among the documents made available exclusively on IDG Central. According to IDG President **Kelly Conlin,** "IDG Central is becoming an important resource in our effort to improve service to the business units. Making information available online increases the productivity of our staff and reduces the high cost of printed materials."

• CONTINUED PAGE 4 •

PC World Latin American Meeting Expands Focus

Organizers of the PC World Latin American Product Line Meeting expanded the usual goal of its gatherings by encouraging a greater two-way sharing of information during the March 4-6 session at Casa de Campo in the Dominican Republic.

The product line meetings are designed as forums for the presentation and discussion of issues relevant to the *PC World* product line. Traditionally, the aim is to inform product line members about cutting-edge developments and strategies in the U.S. edition with the intent that other *PC World* publications may be able to adapt and adopt some of these new ideas. A variety of issues are addressed, including print and online publishing, circulation and ad sales.

However, at the meeting in Latin America, *PC World* added a new dimension to this approach.

"This year, we've attempted to expand the mission of the meetings with the goal of fostering a greater sharing of information and ideas among all *PC World* managers and staff, or others involved with the *PC World* product line, in attendance," said Management Associate **Angie Weber.** Weber said that by encouraging more participation from everyone at the meeting, attendees can take advantage of the experience and knowledge of the staff from a large number of *PC World*-branded publications.

IDG WORLD UPDATE

(LEFT TO RIGHT): ARMANDO MARINO *(IDG Latin America),* ***Orlando Rodriguez*** *(PCW Colombia) and* ***Julio Attala*** *(IDG Argentina) were among the meeting's 34 attendees.*

Weber also said *PC World* was working to localize the meetings and directly address a greater number of specific regional concerns.

Thirty-four members of the *PC World* community attended, including *PC World* product line members, staff from the IDG News Service, International Marketing Services and International Publishing Services. Presentations were also given by various speakers including **Charles Weymms**, president of IDG Paper Supply, **Vicki Anderson**, director of the Global Web Support Center, and **Trino Ramos**, managing editor of *PC World Latin America.*

The meedting was hosted by **Rich Marino**, CEO of PCW Communications and organized by **Nancy Jacobs**, PCW product line meeting producer, and Weber.

The next meeting, the second of three *PCW* product line meetings planned this year, is the Asian meeting, which will take place April 9-11 in Tokyo.

The European regional meeting is scheduled for May 20-22 in Amsterdam.

Questions about attending the meetings or other PC World Global Product Center inquiries may be directed to Angie Weber at tel: 415-267-1724 or e-mail: angie_weber@pcworld.com.

Clients Treated to Theatrical Surprise at Hungarian Anniversary

To celebrate the fifth anniversary of *PC World Hungary* and the 10th anniversary of *Computerworld Szamitastechnika*, the sales staff hosted a party at a local theater for the publications' biggest clients. In addition to the reception, the 90 revelers were treated to a private performance of an Agatha Christie play, *Sparkling Cyanide.*

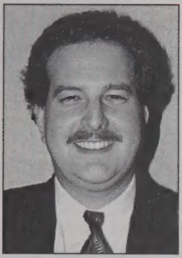
PCW and *CW* Editor-in-Chief **Sandor Mester** had seen the play the month before and decided to stage his own four-minute version of one of the scenes, in which two characters debate whether or not Hungarians are happy people.

Borrowing from the play's use of video clips to convey several scenes, Mester put together two video clips from TV interviews he had done with Microsoft's Bill Gates and IBM's Louis Gerstner. *PCW* Editor **Laszlo Guttray** and freelancer Gabor Moray helped him dub in new question and answers. They also filmed a short skit in which Mester, who can't wait to find out the sales figures for the December 1996 *PC World Hungary*, breaks into the distribution department to discover that the issue sold 18,746 copies, a record for PCW Hungary.

Following the real play and a short speech by IDG Hungary Managing Director **István Bíró**, Mester took the stage, to the surprise of everyone in the audience. Portraying an inspector from *Sparkling Cyanide*, he and one of the professional actors played out the scene. Mester asserted that Hungarians can indeed be happy, as proven by IDG Hungary employees in regards to their market-leading publications. He then showed the re-mixed film clips of his interviews with Gates and Gerstner, with each of them "talking about" why the IDG Hungary publications have been so successful and how much the staff members enjoy their jobs. The crowd loved it!

IDG HUNGARY'S SANDOR MESTER *(right) took to the stage to dramatize the success of the local PC World and Computerworld editions.*

ON LINE



TOM MATHEWS

IDG's vice president of Corporate Human Resources is this week's guest columnist.

> *Last month,* ***Tom Mathews*** *was named vice president of Corporate Human Resources, succeeding* ***Martha Stephens****, who is leaving the company after 10 years to launch her own HR consulting business. Mathews joined IDG in March 1990 as director, compensation, benefits and systems. In 1993, he assumed the role of director, Corporate International HR Programs. This week, Mathews discusses his vision for the Corporate HR department as well as his goals for the group. Part 2 of his column will appear next week.*

Q As VP of Corporate Human Resources, what are your primary responsibilities?

A Corporate Human Resources is a service group to IDG's worldwide family. I see my role as a sort of treasurer position. Instead of managing the financial resources of the company, I have the privilege of helping to manage the human assets of IDG. I cannot imagine a more rewarding opportunity than to work with such an incredibly talented group of 8,500 professionals.

I see the main responsibilities of the position as:

1. Keeping IDG true to its values, mission and goals.
2. Facilitating the sharing of resources and knowledge across IDG.
3. Continuing Martha Stephens' contribution to building the best HR department anywhere. HR can have a huge impact when it comes to maintaining our corporate values. HR is often responsible for helping to shape the heart and soul of an organization, and I certainly think that this is true at IDG. We will continue to provide relevant and meaningful training for our global family, and we also serve as a resource for information related to external training programs. HR also works with all the business units to find motivational tools to inspire and challenge our current employees and to help attract and motivate future IDGers. And certainly, employment/recruitment is a critical function. All of the global HR staffs are looking to help attract the best and the brightest employees for the future. All IDG employees have a responsibility in this endeavor as our employees are truly our most vital asset.

We will accomplish our mission to facilitate knowledge sharing across IDG by finding ways to leverage the tools and resources available now, and working with [IDG Global Communications President] Jeff DeBalko and others to build new tools. The Notes databases and the Internet provide great opportunities to share information and resources.

What are your top priorities for the next 12 months?

We are in an interesting time in our evolution. The market is changing and the competitive landscape has certainly changed for IDG. My highest priority is to collaborate with our worldwide HR professionals to find ways to help IDG achieve its current and future business goals. This will be done through all of the well-known roles we play in recruiting, motivation/compensation and training. Even more important, HR will need to play a strategic "change management" role as we evolve with the markets to meet the needs of our customers.

A second priority is to use technology to leverage our resources. The Global Communications group is a key partner in helping HR provide information, forms and other tools to our employees through Notes and the Internet. We must have the best systems in place to support our business units, helping them to be efficient and productive and allowing them to meet their goals and objectives.

In my opinion, it is critical to enjoy what you do for work. You need to be challenged, and you need to have fun. If you are not experiencing this in your work, you have a responsibility to change the situation. If it cannot be done where you are, then you must find a new role wherever that may be. One thing is certain, the employee survey shows that IDG employees are challenged and are having fun in well over 90% of the organization. This is an exceptional statistic by any standard, but there is always room for improvement.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

IDG Global Communications Ready to Serve

THE IDG GLOBAL COMMUNICATIONS *team (left to right):* ***Robert Chang, Suhail Kawar, Diana Garza, Dena Tom*** *and* ***Camille Blakeley****. Not pictured:* ***Jeff DeBalko****.*

IDG Global Communications is based in San Mateo, Calif. In addition to developing and administering the IDG Central site, IDG GC also offers technology services to IDG business units worldwide, including Lotus Notes services, Web site hosting, application development, Internet access, worldwide local access to e-mail and Internet services, and technical consulting.

If you are interested in any of these services, please contact IDG Global Communications President **Jeff DeBalko** at jeff_debalko@idg.com. If you are experiencing any problems with IDG Global Communications services, please call the group's "hotline" at 415-524-5700 or e-mail globalcomm@idg.com for an immediate response.

IDG CENTRAL

continued from page 1

One of the newest groups to add content to IDG Central is IDG Research Services. Those with proper authorization can now access the *Competitive Update*, the weekly newsletter about competitors' activities, produced by **Allison Stamm**. Also available is the monthly *U.S. Computer Advertising Market Report*, which contains up-to-date information on the high-tech advertising marketplace.

According to Stamm, "My group is responsible for providing strategic competitive information to all IDG business units. Using the Web for communication with our customers saves us a great deal of time and money. Besides saving money and trees, electronic delivery allows IDG personnel access to more information quicker, which we hope will have a positive impact on their daily decision making."

Credit Alert

IDG Credit has also recently contributed to IDG Central. "Credit Alert" is an application aimed at salespeople who need to know quickly if a prospect has a negative credit history with IDG. By typing in the name of the company using an easy-to-use search form, the salesperson can find out whether or not the prospect is a bad credit risk. This can help staff avoid investing a great deal of selling time to unqualified prospects. It can also have a tremendous impact on productivity by eliminating a great deal of phone tag between the salesperson and IDG Credit. "The new IDG Credit area on IDG Central should prove to be a great time saver for sales staffs at the business units we service," noted Assistant Credit Manager **Ken Fuller**.

The IDG Global Communications team plans to continue providing this kind of strategic, customer-focued information on the site that will ultimately have a direct impact on IDG's bottom line.

According to **Jeff DeBalko**, president of IDG Global Communications, "much of our work up until this point has been focused on content that has increased productivity and reduced costs. In order to truly leverage our investment in information and technology, and to fulfill Global Communications' mission, we need to add more content that focuses on customer and market intelligence. Effectively delivering this type of information will not only impact productivity but also impact the revenue side as well."

DeBalko points to the recent IDG Global Summit, where customer profiles were posted on IDG Central for IDG executives to review before the Summit, ensuring that they had the very latest intelligence and information regarding IDG's top customers. The IDG Marketing Services group in Europe is taking this a step further with its Europe, Middle-East and Africa Account Team (EAT) content, which allows the team to interact and share information with key IDG staff regarding top accounts on a regular basis. Plans are under way to expand the sharing of customer profiles and customer call reports among all senior IDG executives.

Rapid expansion

With the recent addition of **Dena Tom** as Global Communications' applications developer, **Robert Chang**, the project development manager and Webmaster for IDG Central, predicts rapid expansion of the content of IDG Central. "We are working with business units worldwide and have more than 30 development projects on the board," Chang said. While we have increased the content on the site dramatically since the initial launch, we have only scratched the surface of what can be done."

IDG Human Resources, which was one of the first groups to recognize the potential impact of an online presence to its business, will continue to be an area of focus. Current content includes the Em-

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HOW TO ACCESS IDG CENTRAL

Call IDG Global Communications at 415-524-5700 or send an e-mail to Globalcomm (Notes) or globalcomm@idg.com (Internet). Indicate your name, business unit, and if desired, your own password. If you are eligible to access one or more restricted content like Risky Business or *Competitive Update*, indicate that as well. Global Communications will match your name against the security lists. If you're authorized, you'll be granted access immediately.

Once you have your login and password, go to http://idgcentral.com.

Volume 2, Number 3

March 17, 1997

IDG U.S. UPDATE

Incorporating IDG World Update's Local Loop

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

IDG's Corporate Services Group Finally Finds Its True Identity

IDG WORLD UPDATE

MEMBERS OF CSG'S TWO TASK FORCE TEAMS SHOW THEIR SOLIDARITY. (LEFT TO *right)* ***Eric Cormier, Lisa Lauze, Doreen Ferguson, Margaret McAvenia, Erica Tibbets, Paul Overhiser, Maria Lanzillotti, Debbie Brennan, Michelle Chase*** *and* ***Jeff Heather.*** *Not pictured:* ***Bill Regan*** *and* ***Donna Moschella.***

The group has been known over the years as "IDG Framingham" or "5 Speen Street," neither of which was very descriptive. Last December, six company-wide functional areas — credit, tax/legal, IS, accounting, finance and office services — adopted a new name: the IDG Corporate Services Group.

Along with the new name, the group, under the direction of **Ted Bloom**, IDG vice president, corporate controller and treasurer, developed a clearer mission statement and began to examine how to better prepare its employees for the future.

"Our mission is to be part of an integrated effort to increase each business unit's corporate value, thereby increasing the corporate value of IDG," Bloom said. "And we aim to do that by providing excellent services to meet our customers' needs."

To help the group provide this high level of service, Bloom's management staff decided it was important to define three levels of core competencies for the group to achieve: skills for all of CSG (such as communication and customer focus), skills that are important within each department (for IS, problem solving and project management, for example), and individual position skills (for accounting, flexibility and ability to be a team player). A core competencies task force is in the process of evaluating how to incorporate these skills into CSG's daily operations, such as discussing them as

• CONTINUED ON PAGE 3 •

IDC's Mentoring Program Guides Employees Down New Career Paths

IDC's Mentoring Program is designed to give U.S. employees a chance to grow in their careers by getting advice and guidance from long-time IDC veterans. Several of last year's participants took this a step further and changed jobs within IDC as a result of participating in the program.

The program, now in its third year, matches interested employees with senior IDC staff members who volunteer to be mentors. Employees can request a specific person to be a mentor or be matched with one. The purpose of the program is to match employees with mentors who will provide guidance on organizational dynamics, professional and personal achievement and one-on-one job-specific training.

This can be done in various ways from formal monthly meetings to drop-by chats to e-mail conversations.

Matt Toolan, senior research analyst, is one of 35 mentees who have participated in the program since its inception and he followed the traditional path of a mentee. As is the case with most mentoring pairs, Toolan used the program as a way to learn about his current career path, rather than find a new one.

"The idea of having someone to talk to about confidential issues and to vent to made the program very appealing. And not just someone to vent to, but someone who could help you take that venting and turn it into positive steps forward about where you wanted to go," Toolan said.

Since Toolan's mentor was at a higher level than he was, Toolan said he was

• CONTINUED ON PAGE 2 •

MENTORING PROGRAM

continued from page 1

able to learn about mobility and how to get ahead in his current position.

However, in a new twist to the mentoring program, some of last year's mentees used the program to explore new career paths within IDC.

Like mentor, like mentee

Both **Noelle Bonin**, account representative, and **Jennifer Cook**, research analyst, were following personal career interests by joining the mentoring program in January 1996.

As a desktop operator in the publications department, Bonin didn't have much interaction with other areas of IDC. She joined the mentoring program to learn about other areas of the business, specifically IDC sales.

Bonin and her mentor, **Brad Christenson**, then senior account executive and now sales manager, Strategic Accounts, grabbed a few minutes every three weeks or so to update each other on their jobs. These impromptu meetings also gave Bonin a chance to ask questions and learn the sales structure and hierarchy. Christenson also introduced Bonin to people at IDC that she otherwise might not have met.

Bonin stresses that she went into the program with no expectations except to expose herself to sales.

"I was never promised a job at the end," she said. "It was just an added benefit to participating in the program that I could make a move so quickly."

After several months in the program, Bonin made up her mind to pursue a career change and Christenson was helpful in Bonin's job search by letting her know what opportunities were around and encouraging her to apply and interview — even just to get experience — when it seemed appropriate.

Like Bonin, Cook joined the mentoring program to explore new career options. Though she wanted to remain at IDC, Cook felt she was ready to move on from her position in the publications department and used the mentoring program as a way to gain exposure to the analyst side of IDC.

PARTICIPANTS FROM LAST YEAR'S MENTORING PROGRAM INCLUDE FROM LEFT TO right: mentor **Brad Christenson**, mentee **Noelle Bonin**, mentor **Beth Freedman**, mentees **Craig Friedson** and **Jennifer Cooke**, mentor **Ellen Julian** and mentee **Rick Miller**.

Cook's mentor, **Richard Villars**, director of Network Architectures and Management, not only gave her an inside look at what an analyst's job is like, he gave her the confidence that she could do well in another position.

"He talked to me and was very pro-Jennifer," Cook said. "He would tell me if I wanted to do this type of work, these are the kind of things to think about."

During their lunches, Villars helped prepare Cook for an analyst's life by asking her the types of questions that customers would ask analysts.

Though Cook feels she probably would have switched careers at some point, she said the mentoring program gave her a little push.

"It may have happened without the program, but I don't think I would have felt as comfortable, or it would have taken longer for me to get up the guts to start looking," she said.

Carving out a new road

Not all the mentees followed in the footsteps of their mentors. **Craig Friedson**, associate research analyst, was matched with a mentor from the marketing department. However, his career change brought him from the finance department to research, not marketing.

Unlike the other mentees, as a sales analyst, Friedson had exposure to many areas of IDC. Therefore he chose a mentor from one of the few departments he didn't have much experience with — marketing.

Even though he did not develop a specific interest in marketing, Friedson felt the mentor-mentee relationship aided him in his job transition because it helped him become focused on what he wanted to do with his career.

"It's not so much the discipline of the mentor that's important," he said. "It's learning from someone who's been there a long time."

Friedson's mentor, **Beth Freedman**, senior marketing manager, was invaluable in giving Friedson an overview of both IDC and the marketing department.

Yet the most beneficial part of the relationship was having someone to talk to. "It was great to have someone to confide in," Friedson said. "Someone to talk to about your job, career opportunities, where you are going and how you can get there."

Passing along knowledge

These mentees have a little mentoring advice of their own, as all would recommend the program to others.

Friedson, who had only been with the company four months when he became a

• CONTINUED ON PAGE 3 •

IDG
INTERNATIONAL DATA GROUP

Job Opportunities

Monday, March 17, 1997

Sales Assistant (CIO)

In this position you will provide administrative support to the San Francisco CIO and WebMaster sales office. Responsibilities include general office management, mail routing, media kit assembly and mailing, phone reception, travel arrangements, meeting coordination for sales staff, database maintenance, typing of general correspondence, proposals, and rfp's. This job also includes heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. Ideal candidates will have apple computer experience, 2-3 years business experience. College degree preferred, but not required. ***Location: San Francisco, CA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Editorial Assistant (CW)

Computerworld's editorial department is looking for an Editorial Assistant. Responsibilities include opening and sorting mail, good phone manner, responding to requests of research on a database, faxing, maintaining photo files, and data entry. Experience in the computer industry preferred. ***Location: Framingham, MA***
Contact: L. Gorgone, Fax: 508-875-8931, Phone: 508-820-8176, Email: linda_gorgone@cw.com

Regional Manager, Recruitment Advertising (CW)

The selected candidate will be responsible for the successful prospecting, presentation and sale of recruitment advertising space to corporate/government clients in a given geographic territory. Candidates will have the ability to work with a highly interactive tam process to achieve maximum results. The ability to manage the process of outside selling, including trade shows and conferences, face to face sales work and the necessary administrative detail necessary. A desire to understand both the IS and HR roles in business and a keen interest in serving those roles through our products and services is critical for this position. ***Location: Rochelle Park, NJ***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Copy Editor (FCW)

Federal Computer Week seeks detail-oriented copy editor to join our 4-person copy desk. The successful candidate can do it all: error-free copy editing, snazzy headlines and speedy pagination. Proficiency in QuarkXPress a must; experience with MS word a plus. Must have background in journalism or English; familiarity with AP style preferred. ***Location: Falls Church, VA***
Contact: C. Kelly, Fax: 703-876-5126, Phone: 703-876-5095, Email: ckelly@fcw.com

Executive Assistant (IDG/B)

Responsible for administrative support: filing, faxing, photocopying, phones, word processing, spreadsheets, travel arrangements, and scheduling appointments. Must coordinate calls and correspondence when the VP and Manager are away from the office. Knowledge of sales a must. Willingness to aid in research and sales projects. Computer literate with thorough knowledge of Microsoft Word, Excel, PowerPoint, databases, and Email. Excellent communication and organization skills coupled with excellent interpersonal skills. 2-3 years of corporate experience. ***Location: Foster City, CA***
Contact: S. Klippel, Fax: 415-655-3206, Phone: 415-655-3230, Email: sklippel@idgbooks.com

Internet Production Assistant (IDG/B)

Under direction, modify content and promotional material to post on the web, convert text pages provided by marketing team for posting and some design and lay out of assigned content for the web. Must have computer skills, Microsoft Office applications, Adobe PageMaker, FileMaker Pro, Netscape, and Internet experience with knowledge of Mac and PC online communications. At least 2 years computer and web experience. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Accountant (IDG/B)

Responsibilities will involve cost, general, and royalty accounting. Provide accurate and timely computerized reports for analysis by senior management. Compute royalty payments, resolve discrepancies and respond to internal and external requests. Must have PC skills in Word and Excel, knowledge of accounting theory and computerized accounting system proficiency. 2 years experience as an accountant. Accounting degree preferred. ***Location: Foster City, CA***
Contact: S. Klippel, Fax: 415-655-3206, Phone: 415-655-3230, Email: sklippel@idgbooks.com

Accounts Payable Assistant (IDG/B)

Responsible for processing invoices to determine accurate coding, backup, and approvals, inputting into computerized environment, and issuing and maintaining a tracking system for employee credit cards. 2+ years experience in an accounts payable computerized environment. Must have Word, Excel, and PC skills and excellent communication skills. A high school diploma or equivalent is required. College accounting and an interest in accounting as a profession is preferred. ***Location: Foster City, CA***
Contact: S. Klippel, Fax: 415-655-3206, Phone: 415-655-3230, Email: sklippel@idgbooks.com

IS Intern (IDG/B)
The IDG IS department has a number of short-term development projects that require familiarity with Visual Basic, SQL Server, and Visual FoxPro. This is an excellent opportunity to gain practical experience in the delivery of business solutions. In addition to expertise in one or more of the products mentioned above, strong organizational and communication skills are required. The duration of each project varies and may extend into/through the summer. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Creative Services Coordinator (IDG/B)
Excellent organizational and planning skills needed for this trafficking position. Individual should have knowledge of Quark, pre-press process, and eye for design, ability to multi-task, and be results driven in a creative services atmosphere. Must be a strong communicator, have vendor experience and ability to relate costs to design changes/processes. Production experience beneficial and knowledge of 4 color necessary. Must have at least 2 years experience in a coordinating role. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Creative Services Manager/Director (IDG/B)
Supervisory/management experience necessary to manage Creative Services department. Design experience, excellent communication skills, technical background/ knowledge especially in computer trade publishing a plus as well as a background in packaging. This position will require a balance of management/design/organizational sensitivity/results in a dynamic arena. Must be a process and a solutions person able to work and motivate in a creative manner. A minimum of 3 years in a management position necessary. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Designer (IDG/B)
Must be able to work under deadline pressures and preferably have experience working on book covers, packaging, 4 color, mechanicals, and ability to contribute to the entire production process. Quark a must with strong to excellent organizational and communication skills. Vendor experience, project planning, scheduling, pre-press and film house experience also necessary. Must also present portfolio. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Field Sales Representative (IDG/B)
Will manage strategic customer and prospect information and develop and generate new information to the strategic interests of IDG Books within the Northwest area. Will phone and conduct on-site business calls in an effort to generate and develop new customers and maintain current customer base. Manage customer and prospect account profiles, sales, and contact records, and other information of strategic importance. Must have demonstrated skills and aptitude in conducting a contemporary multi-step sales process. Strong communication and time management skills required. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Editor-in-Chief (IDG/CSG)
The Editor-in-Chief of IDG's newly established Channel Services Group will be responsible for the overall editorial content and strategic editorial direction of a tabloid, weekly newspaper product tentatively named ChannelWorld. In this position, you will work with the President, Publisher, and other senior executives of the business unit to create and present the three-year business plan for this new business opportunity. Experience in or knowledge of the enterprise VAR, VAD, System Integrator, and Reseller marketplaces is mandatory. The candidate must have strong team leadership and collaboration skills, and will be required to work across multiple IDG business units which will participate in this new product launch. ***Location: EC or WC***
Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

Mac Pre-Press Operator (IFW)
InfoWorld is seeking an experienced self motivated service bureau technician to handle a variety of digital pre-press needs. The position requires strong 4/C pre-press skills, traditional and digital. The proven ability to troubleshoot and prepare files for transmission to printer. Mac proficiency with QuarkXPress, Illustrator, PhotoShop, PageMaker, and Corel Draw. Typesetting and proofreading experience. 4/C desktop scanning and color correction of images a plus, and an understanding of system software/hardware installation is desirable. Excellent communication skills, the ability to work flexible hours under tight deadlines are required. ***Location: San Mateo, CA***
Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

InfoMarket Account Manager (IFW)
The individual in this position will be responsible for prospecting and maintaining advertising space for the back section of the publication. One to three years selling experience plus knowledge of the PC industry required. ***Location: San Mateo, CA***
Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Sales Administration Manager (IFW)
The individual in this position will assist the Associate Publisher and the Northwest Region Ad Director with projects, presentation, research materials and general clerical/support duties. This position is accountable for developing and maintaining overall activities of the Northwest Region as well as, implementing and supervising the daily activities of the San Mateo sales support staff. Publishing, advertising, or hi-tech experience required. ***Location: San Mateo, CA***
Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Sales Assistant (IMS)
The selected candidate will provide multi-functional support for two Directors of National Accounts responsible for servicing top US advertising clients. Responsibilities will include contract coordination, sales research, and client service. The individual must be highly organized, have strong communication skills and posses a high level of professionalism. The individual must be able to manage multiple priorities and be Mac proficient. Requirements include a Bachelor's degree and at least 3 years of business experience, marketing/sales experience a plus. ***Location: San Francisco, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Copy Editor (PCW)
Job responsibilities include copy editing, proof reading, copy fitting, extensive work with charts and tables, and tracking articles and layouts through production. Successful candidate will work with editors and designers to ensure clarity and accuracy while preserving individual writers' voices and lively writing and helping to maintain high editorial standards. Applicants must have at least 2 years experience in magazine copyediting and production; computer or technical publishing experience helpful. Must be proficient with Chicago Manual of Style, Microsoft Word, and QuarkXPress. ***Location: San Francisco, CA***
Contact: M. Miyashiro, Fax: 415-442-1891, Phone: 415-978-3228, Email: marla_miyashiro@pcworld.com

Sr. Associate Editor (PCW)
The individual in this position will: plan, assign, and edit PC software and hardware review roundups; work with the PC World Test Center to develop appropriate tests for reviews; meet with vendors in assigned beat areas and represent PC world at trade shows. Must be a top-notch editor and writer with at least 2 years of experience editing PC software or hardware reviews. Hands-on-testing or reviews experience with PCs and peripherals a plus. ***Location: San Francisco, CA***
Contact: C. Thorton, Fax: 415-442-1891, Phone: 415-974-7475, Email: carla_thorton@pcworld.com

Sr. Editor, News (PCW)
This position will be responsible for aggressively reporting and writing articles on new products, industry trends & news and assisting in editing & managing the Top of the News section. 3-5 years experience reporting on computer products, demonstrated experience with editing news articles, and a track record of accurate, timely writing on tight deadlines. ***Location: San Francisco, CA***
Contact: C. Piller, Fax: 415-442-1891, Phone: 415-978-3117, Email: charles_piller@pcworld.com

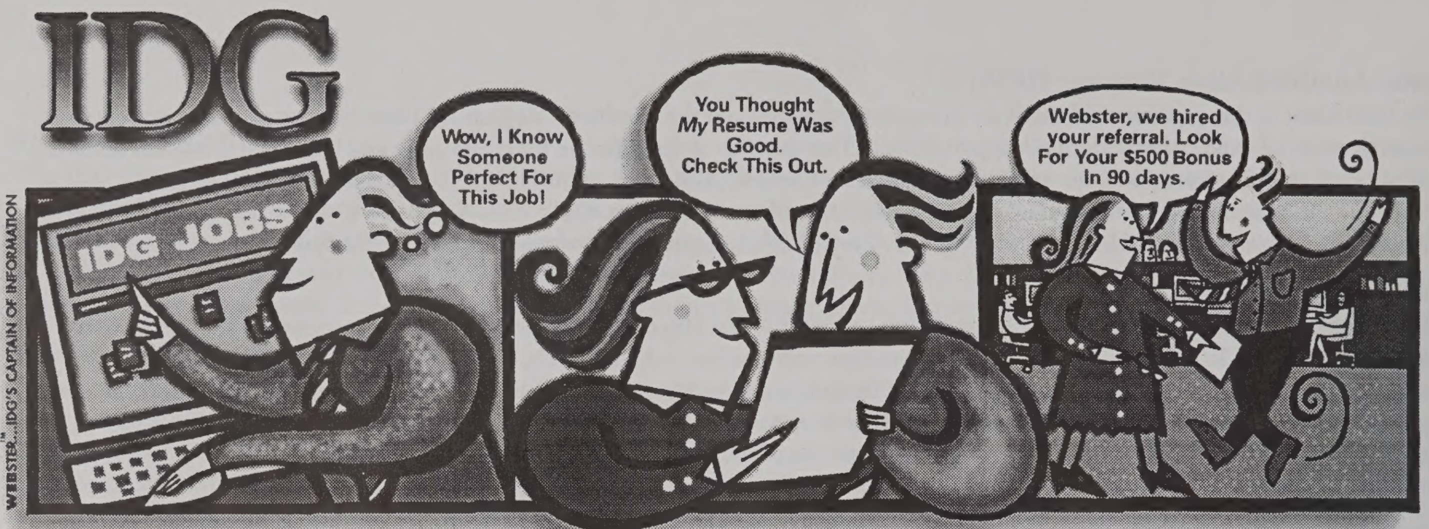
Public Relations Associate (PCW)
To promote and enhance the awareness of PCW through PR, promulgation of market research, and other marketing communications vehicles. Manage all aspects of PCW's PR program including goal setting, task prioritizing, writing press releases, maintaining and managing media contact database, dissemination of information to the media, establish/maintain good relationships with the high-tech media. Minimum of 3 years PR experience, preferably at an agency. Familiarity with the high-tech industry and computer related magazines. Familiar with market research, 2 years of experience in business presentations. Top-notch writing skills, extraordinary communications skills are mandatory. Ability to work well under pressure and on tight deadlines. ***Location: San Francisco, CA***
Contact: S. Wong, Fax: 415-442-1891, Phone: 415-978-3181, Email: sandy_wong@pcworld.com

Research Analyst (PCW)
Primary research contact for PCW's Ad Sales department. Analyze syndicated and secondary research and synthesize data into compelling sales presentations. Conduct some primary research as needed. Strong analytical and communication skills, as well as excellent organizational skills. Good understanding of marketing, advertising and media. Strong math skills essential. Proficient with spreadsheet and presentation graphics. ***Location: San Francisco, CA***
Contact: C. Brink, Fax: 415-442-1891, Phone: 415-978-3254, Email: -NA-

Performance Analyst (PCW)
The individual in this position will develop and perform tests and analyze results for a broad variety of PC hardware and products. Qualified candidates should possess a thorough understanding of PCs and Windows technologies. Knowledge of modem, printer, monitor, graphics, or multimedia technologies preferred. Experience in a PC hardware and business software environment necessary. Excellent communication skills required; team-player. Performance measurement/benchmarking or usability experience a plus. Candidate should have a bachelor's degree or equivalent experience. ***Location: San Francisco, CA***
Contact: U. Diehlmann, Fax: 415-974-7316; Phone: 415-974-7429; Email: ulriike_dielmann@pcworld.com

Visit the IDG Home Page at http://www.idg.com for a complete list of job opportunities!
Look for the next complete list of job opportunities across IDG on March 31, 1997!

IDG


WEBSTER™...IDG'S CAPTAIN OF INFORMATION
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize – $1500 **Runner Up** – $1,000

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________________

Applicant's Name: ______________________________

Position referred to: ______________________________

Company Name: ______________________________

Referred by: (Employee Name) ______________________________

Company Name: ______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ______________________________

Company Name: ______________________________

Referred Employee: ______________________________

Company Name: ______________________________

Date of Hire: ______________________________

Ninety Day Date: ______________________________

Charged to BU/Department# ___-___-_____-50300-___

H.R. Signature: ______________________________

Bonus check to be given to: ______________________________

Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com – IDG Careers

Corporate HR's Martha Stephens Plans Post-IDG Consulting Career

After nearly a decade of building IDG's human resources organization, **Martha Stephens**, formerly vice president of Corporate HR, has decided to pursue a consulting career in addition to continuing teaching college-level HR courses. Stephens will be president of the Green Leaf Consulting Group.

Stephens began her career at IDG in 1987 and helped create and develop one of the finest human resource staffs in the industry. She is responsible for the growth and implementation of many of IDG's management and executive training programs, including the IDG Institute and the various publishing development programs.

Stephens plans to continue her association with IDG through her consulting practice. She will work with her successor, VP of Corporate Human Resources **Tom Mathews**, on the IDG Institute and other Executive and Management development initiatives.

March 28 is her last day in the office.

CSG

continued from page 1

part of an employee's review.

Another task force is developing ways for people in different CSG functional areas to become more aware of each department's mission, values and goals. One proposal is to establish informal internships so that employees from the credit department, for example, could spend time in accounting or finance and better understand how that department's activities affect their own jobs.

Each CSG department has a representative on each of the two task forces, which will take on new assignments as the needs of the group change. Membership will rotate, with participants serving one year or until a project concludes.

Nancy Newkirk, director of IS and one of the organizers of the first CSG team meeting last year, said there will be ongoing activities to ensure that business units worldwide get the best possible service from CSG. "Everyone is enthusiastic about the task forces' efforts and the future of our group," she said.

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mentee, said the program is a great way for new employees to learn about IDC. "It takes a while to learn how a company operates, how people work together, the politics involved," he said. "The program is a good way for someone new to IDC to get a feel for the organization."

Rick Miller, associate editor of *The Gray Sheet*, went from the publications department to the analyst side of IDC after joining the program in 1996. His mentor was his friend **Ellen Julian**, senior analyst. He feels the program was a positive experience but said the career changes stem from the people, not the program.

"The program isn't a leapfrog to a new career," he said. That's not why the mentoring program was established." Instead, he said the career changes happen because the people who tend to seek mentors have personalities that make them more ambitious in wanting to pursue different careers.

Employees interested in enrolling in IDC's Mentoring Program should contact ***Dana Miller*** *at tel: 508-935-4133 or e-mail: dmiller@idcresearch.com.*

NEW EMPLOYEE REFERRAL PROGRAM FORMS AVAILABLE

Updated rules and forms for the Employee Referral Program are available on the back of this week's Job Opportunities bulletin. Anyone with questions may contact Dana Miller at: dmiller@idcresearch.com.

CIO's Rich Bastas Wins Employee Referral Program Raffle

For **Richard Bastas**, CIO western regional sales manager, referring colleagues to IDG has paid off in a big way. Earlier this month, his name was selected in a random drawing from among the names of the 15 IDG employees who referred two or more employees to the company during 1996. His prize? A check for $2,000.

Bastas, who works out of the company's San Francisco sales office, referred **Jim Barrett**, CIO Webmaster sales product champion, also based in San Francisco, and **Len Ganz**, regional sales manager working in CIO's Framingham, Mass., office.

According to IDC HR Representative Dana Miller who is responsible for coordinating the program, a total of 966 people joined IDG companies in the U.S. last year. Of those, 236 were referred by current employees.

"Employee referrals continue to be our single biggest source of recruiting qualified candidates to IDG," Miller said.

"We hope this program will encourage people to be continually looking for qualified candidates among their industry contacts for referral within their own group or to any other IDG or IDC unit."

IDG WORLD UPDATE's Local Loop

FOR SALE:

- **1995 Honda Accord LX in excellent condition.** 30K, automatic, 4-door, alarm. $15,000 or best offer.
  Contact: Marcy Dill at 508-935-4448 or mdill@cio.com

- **1989 Ford Bronco XLT.** Full size, red/white, 74K miles, power everything, captain's chairs, clean in/out, never off-road or plowed, well-maintained. Must sell quickly in order to buy commuter vehicle. Real steal at $8,000 or best offer.
  Contact: Julie Lynch at 508-935-4041 or julie_lynch@idg.com

- **Apple Newton PDA 130** with Graffiti, Equate 2.0, Now Synchronize, Leverage, 2 MB storage card and AC adapter. Like new. $600.
  Contact: Victoria Gonin, *Computerworld*, 201-587-0090

BIRTHS

IDG Books Worldwide's **Diana Woodworth** and husband Todd are the excited new parents of a little girl. Dana Dyer made her appearance at 6:49 a.m. on Jan. 2 and was 6 lbs. 15 1/2 oz. and 19 3/4 inches long.

IDG Books' **Melissa Duffy** and husband Joe welcomed Logan Joseph into the world on Feb. 19. Logan weighed 7 lbs. 15 oz. Congratulations from her IDG Books friends!

International Publishing Services' **Val Moutsopoulos** and wife Dina welcomed daughter Eirene into the world on Feb. 21 at 8:40 a.m. Eirene weighed 7 lbs. 2 oz. and was 19 1/4 inches long.

Wanted: Marathon Sponsors

Computerworld Graphic Designer **Mary Beth Welch** will be running in this year's Boston Marathon on April 21 under the auspices of the American Liver Foundation's Run for Research.

She has committed to raising a minimum of $1,400 for the foundation, which supports research into liver diseases and disorders. Anyone who would like to sponsor Mary Beth is asked to write a check payable to the American Liver Foundation and forward it to her at Computerworld, 500 Old Connecticut Path, Framingham, MA 01701 no later than April 3.

If you have questions, contact Mary Beth at tel: 508-820-8157 or via e-mail at: marybeth_welch@cw.com.

Send your ads in by April 15 in order for them to appear in the April 21 issue!

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

____

Your name: ______________________

Business unit: __________ Tel: __________

Send to *IDG World Update*
at fax: 617-423-0712 or
via the Internet at:
world_update@idg.com

SURFERS GET PRIVATE WEBBY AWARDS SHOW

For those Web fans who weren't lucky enough to snag a pair of the coveted tickets to the Webby Awards, *The Web Magazine's* site offered a front-row seat. Through a collaboration between online production companies Silicon Reef, Inc. (http://www.reef.com) and MediaCast, Inc. (http://www.mediacast.com), the Webbys were presented online at *The Web Magazine's* site. During the evening's celebration, live chats, photos, interviews, audio/video streaming and photo-realistic virtual rooms were featured.

Silicon Reef designed and hosted the Webby Awards site, employing a user-friendly architecture to guide online guests through the celebration. Meanwhile, MediaCast captured all the live content by using their staff of roaming photographers, audio and video crews and backstage interviewers to post up-to-the-minute event coverage. Guests of the online show were advised to get there early in order to download all the essential products to fully experience the site the way it was intended.

Fill Out IDG Central Survey and Win a PDA

IDG Global Communications is conducting a survey to better gauge the effectiveness of IDG Central and to get feedback from users on how the site can be improved.

Employees will soon receive a survey via e-mail or they can fill out the survey on the IDG Central site.

As an incentive, to fill out a survey, you will automatically be entered into a random drawing for a PalmPilot from U.S. Robotics. The PalmPilot is a 3-in. by 5-in. pen-based Personal Digital Assistant (PDA) weighing about 6 ounces. It is the hottest PDA on the market. You can read more about it on U.S. Robotics' Web site: http://www.usrobotics.com.

Important note! If you're still using the old IDG Central login (which starts with "BU," for example "BU0002"), you will not qualify for the drawing. In fact, on **April 4**, these old logins will be terminated. Contact Global Communications immediately to get your new login before April 4!

IDG CENTRAL
continued from page 4

ployee Handbook, IDG Benefits Summary, IDG Job Opportunities, the East and West Coast Training Catalogs, and an interactive Q&A forum on IDG's 401(k) plan.

A major planned enhancement will allow employees to submit forms electronically and to access information about their specific benefits. Newly-appointed IDG Vice President of Corporate Human Resources **Tom Mathews** is a big proponent of this project.

"We recognize that using technology effectively can have an important impact on our customers and working with IDG Global Communications, we intend to take full advantage of it," Mathews said.

Note: In addition to the content mentioned above, IDG Central also includes IDG World Update Online, the IDG News Service, the IDG North American Travel Policy and discussion forums for IDG employees, such as the IDG Open Forum.

Thanks to Jeff DeBalko and Robert Chang for contributing this article.

WEBBY AWARDS
continued from page 1

honored sites in 15 categories (such as art, travel, sports and film) with both a judges' selection and a people's voice award. These are the same categories the magazine uses when reviewing sites.

Winning sites include Salon (judge's choice for best books/magazine site), Gamespot (people's voice for best games site) and Gallery of the Absurd (judge's selection for best weird site).

Sites were chosen subjectively based on a mix of what the judges thought of the content and its relation to the site's design, links to other sites and the overall personality of the site. Editors whittled down the thousands of sites *The Web* reviewed in its six-month existence to just five nominees per category. It was from those five that the winners were selected.

All voting, by both the 80 or so judges and the 40,000 readers, was done online. Judges included celebrities such as Justine Bateman, actress on NBC's TV show "Men Behaving Badly"; Ted Casablanca, gossip columnist for E! Entertainment Television; and Rob Fixmer, editor, *New York Times* CyberTimes, along with staff from publications including *Wired, Rolling Stone* and *Spin.*

The 700 attendees consisted of a mix of nominees, judges, sponsors, advertisers and others who vied for the VIP tickets. The hour-long ceremony was kicked off by San Francisco Mayor Willie Brown, who gave the opening speech. The rest of the evening was devoted to dancing and mingling.

The Webby Awards were covered locally by KRON-TV Channel 4 and nationally by C|NET, PBS' "CyberLife," Discovery Channel's "Cyberlife," and internationally on Europe's Computer Channel. The awards were also televised live at *The Web Magazine's* site (www.webmagazine.com). (See related story.)

Sponsors of the event included IDG Marketing Services, Microsoft, InfoSeek and U.S. Robotics.

According to **Claudia Smukler**, director of operations at *The Web Magazine*, another awards show is scheduled for next year.

A complete list of winners is available on World Update Online at http://idgcentral.com. More information is available at: http://www.webby awards.com.

NOTEWORTHY

PROMOTIONS

IDC has recently promoted four employees. **Mark Winther** has been promoted to group vice president, Worldwide Telecommunications and will also be a member of IDC's 9:09 management team. A 13-year veteran of IDC, Mark was one of the creators of LINK's telecommunications research and took the lead in creating IDC's Internet research program. "Mark's personal accomplishments in the telecom industry are significant," said Senior Vice President/Associate Publisher **Gigi Wang**.

BLOOM

IDG WORLD UPDATE

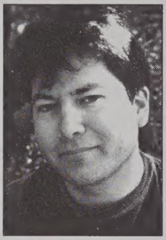
Lisa Bloom has been promoted to senior group marketing manager of IDC. "Lisa has been instrumental in the success and increased visibility of the international group. In addition to cheerfully and successfully orchestrating the marketing efforts of a group of researchers, Lisa has produced consistently high-quality marketing materials, event support and sales communication," said Senior VP of Worldwide Research **Philippe de Marcillac**.

Keren Seymour has been promoted to senior analyst. "Keren has become widely known and respected within the workstation industry. Keren is a can-do person. She digs into seemingly impossible tasks and comes through with solutions," said Vice President, Workstations and High Performance Systems **Debra Goldfarb**.

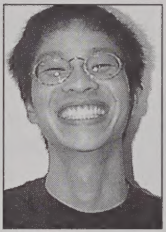
Patrick Gorman has been promoted to marketing specialist for the Systems, Software and Storage group. "Patrick has played an important role in many areas of group marketing including the writing of numerous press releases and report promotions. Besides being able to rely on Patrick to help get the job done, it is great to work with someone eager to learn and happy to be a team player," said **Tony Membrino**, marketing manager for the group.

NEW EMPLOYEES

Roger Kay has been hired by IDC's personal systems research team as a senior analyst in Framingham, Mass. Roger will cover the desktop computer marketplace with a particular focus on multimedia technologies. Prior to joining IDC, Roger was a contract market researcher and journalist in the areas of personal computers and information technology.


WELCH

Michael Welch has joined IDG Books Worldwide in Foster City, Calif., as a copy editor after temping for the company for nearly one year. For seven years, Michael has edited a quarterly poetry journal called *Wood-notes*, which was just replaced wih a new journal called *Tundra*. He has his own small press, which has 17 titles in print.


YOUNG

Lindsay Young has joined *GamePro* as an intern in the editorial department. She previously worked as a marketing assistant with UBI Soft Entertainment. Lindsay is currently attending San Francisco State University and likes to cook, play the piano and ski.

Tim Luddy has returned to *PC World* as an associate art director. Tim was on staff at *PC World* from October 1991 through October 1996. During his hiatus, Tim worked at *Business Week* as an assistant art director. He has a B.S. in design from the University of Cincinnati. Outside the office, his interests include theater, music, dance, reading and hiking.

Previously a major account executive at Digitran, Inc., **Kent Stringfellow** has started with IDC Government as a regional sales manager. Kent has a degree in business administration from the University of Connecticut. He is a member of the U.S. Army Reserves and the vice president of his university's alumni club in Fairfax County, Va.

Mark Foster has been hired by IDG Media U.K. as an advertising director for *PC Advisor*. Mark brings more than 13 years of experience in the publishing industry to *PC Advisor*. He has worked at EMAP, Bofoers Publishing, Maxwell International Contract Publishing and, most recently, Ziff-Davis.

Martin Courtney has also joined *PC Advisor* as the features editor. Martin was previously deputy editor with VNU's *PC LAN* magazine. In addition to expanding coverage within the area of networking and higher end business systems, Martin will be responsible for extending the range of group tests that *PC Advisor* undertakes each month.

GLOSTER

Peter Gloster has joined IDG Communications Hong Kong as the editor of *PC World Hong Kong*. Peter is no stranger to Hong Kong or to the computer business, having spent the past 10 years editing, writing, testing and reviewing hardware and software for computer magazines, both in Hong Kong and London.

Previously the assistant art director for TAB newspapers in Needham, Mass., **Amira Harari** has joined *Computerworld* as a graphic designer. Amira majored in painting at the Art Institute of Boston and has taken some graphic design courses at Massachusetts College of Art. Amira enjoys painting, music, literature, dance, swimming and yoga.

TRANSFERS

LEPAGE

IDG WORLD UPDATE

Suzanne LePage has transferred from IDG Newsletters to International Publishing Services in Boston. Suzanne is the licensing administrative and support manager at IPS. She has a B.A. from Williams College and enjoys reading, hiking and skiing.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

Skirting the Issue

IDG Taiwan staff celebrates at year-end party

STAFF MEMBERS AT IDG TAIWAN RECENTLY ENJOYED THEIR TRADITIONAL END-*of-the-lunar-year party during which each department attempted to out-perform the next in a series of skits. Above, one group dons grass skirts for a spirited rendition of the macareña. (Front row from left):* ***Allen Wu****, HR and administration manager;* ***Jack Wang****, chairman and CEO;* ***Vicky Chung****, PC World executive editor; and* ***Alpha Wang****, associate circulation manager; (back row from left):* ***Sherry Yu****, PC World editor;* ***James Lai****, marketing and sales vice president; and* ***Jocelyn Chen****, PC World assistant editor.*

CZECH CHANGE

The country telephone code for the Czech Republic has been changed to 420 (from 42) as of March 1. At IDG Czechoslovakia, some of the new numbers are:

Main operator:
+420-2-57088-111
Managing director:
+420-2-57088-152
Computerworld:
+420-2-6520-826
PC World:
+420-2-6520-834
Main fax:
+420-2-6520-812

The numbers at IDC East Central Europe Research Center in Prague are:

tel: +420-2-540-837
fax: +420-2-542-738

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Ed Scannell - InfoWorld

FIFTEEN YEARS
Pam Valentinas - Network World
Joan Bayon Pinksy - Network World
Fernando Moran - IDG Spain

FOURTEEN YEARS
Cynthia Sparrow - IDC

THIRTEEN YEARS
Dorthe Christensen - IDG Denmark
Leif Rasmussen - IDG Denmark
Wolf-Dietrich Lorenz - IDG Germany

ELEVEN YEARS
Melanie Guy - Computerworld

TEN YEARS
Susan Cardoza - FCW
Anne Foley - Macworld
Karman Cheng - IDG Hong Kong

NINE YEARS
David Zink - Publish

EIGHT YEARS
Judy Bonasoro - IDG
Tim Zittle - InfoWorld

SEVEN YEARS
Tom Mathews - IDG
John Kelly - IDG
Mary Porter - IDC/LINK
Christina Corbett - InfoWorld
Ricky Liu - IDG Hong Kong

SIX YEARS
Curtis Price - IDC
Randy Ross - PC World
Janna Custer - InfoWorld

FIVE YEARS
Margaret Murphy - IDG
Nancy Hannagan - IDG
Robert White - IDC U.K.

FOUR YEARS
Denise Bove - IDG
Klaus Breu - IDG Germany

THREE YEARS
Susan Ciullo - IDG
Stephanie Noyes - Network World
Tracy Pennell Ortiz - Network World
Nancy Miller - PC World
Koji Kuwabara - IDG Japan
Dinesh Kumar - IDC New Zealand
Mark Stafford - IDG Australia

TWO YEARS
Armando Lazo - IDG Latin America
Mike Weigand - GamePro
Andrew Hawn - PC World
Roland Bischoff - IDG Germany
Laura Berdish - Computerworld
Mike Bachman - Computerworld

ONE YEAR
Leo Leger - ICE
Salim Sasmaz - IDG Turkey
Tom Norton - Network World
Henri Froissart - PC World
Linda Grubbs - PC World
Cidney Blue - InfoWorld
Carolyn April - InfoWorld
Richard Robinson - IDC U.K.
Elisabeth Mygind - IDG Denmark

CELEBRATING 10+

Joe Kerwin

HOME: Costa Mesa, Calif.

JOINED IDG: Aug. 22, 1984.

CURRENT TITLE: VP, Southwest Advertising Director, *InfoWorld*.

WHAT'S KEPT YOU AT IDG? Belief in the product, commitment to the company, a vision that *InfoWorld* would someday be the No.1 publication in its field, a love for the kind of work that I do, pride in seeing *IW* grow and prosper in the face of some very tough challenges, the knowledge that I am a part of the success that we are achieving — and, of course, the ESOP!

FAMILY: Includes my wife Debbie; children, Jonathan, 14, and Lauren, 12; my mother-in-law, Helen Prince; our springer spaniel Jasper; border collie, Chinook; and a four-week-old adopted stray rabbit who answers to Buster the Bunny.

INTERESTS OUTSIDE THE OFFICE? Attending soccer games on weekends and youth basketball during the week, participating in school and church activities, reading good books, maintaining a rigorous morning exercise program, playing golf, listening to classical music, planning for future family vacations, working around the garden and shopping at Nordstrom's.

YOUR IDEA OF A PERFECT WEEKEND? A round of golf with my son in the morning, a trip to the beach with my daughter in the afternoon and a dinner date with my wife in the evening.

DREAM VACATION DESTINATION? I keep looking for it. This summer it will be at a beach condo on Maui, in July 1998 it will be in the French Alps, in 1999 we plan to go to New Zealand.

FANTASY JOB? I've got it. Thank you IDG!

INFOWORLD'S JOE KERWIN (RIGHT) CELEBRATES MORE THAN A *decade of service to the company with IDG Chairman* ***Pat McGovern****.*

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE: Buster the Bunny. It wouldn't be fair to have saved him from the crows who tried to kill and eat him when he was two weeks old only to leave the critter alone in a burning house. Everyone else could run for it!

WORDS TO LIVE BY: "Assume nothing." As told to me by Cathie Black when she was publisher of *New York Magazine*.

WHO IS IMPORTANT IN YOUR LIFE? Everyone reading this. People everywhere are important. Anytime I can reach out to another human being and in some way make a positive impact on that person's life I believe I have done something worthwhile with the time God has given me that day.

MANAGER'S PROFILE: "Joe Kerwin is a man of the highest integrity, honesty and dedication to his faith, his family and his work. It is these basic tenets that have made him such a contributor to *InfoWorld*'s phenomenal growth and success over the last 10 years. *IW* and IDG owe a true debt of gratitude to Joe."

*- **Phil Branon**, VP, associate publisher, InfoWorld*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Tops Neal Awards Ballots for Third Year

For the third year in a row, IDG brought home more awards from the American Business Press' Jesse H. Neal Awards competition than any other publisher. Macworld Online, *Network World* and *PC World* were honored during a special ABP ceremony earlier this month at The Hudson Theater in New York.

The Neals, which represent the highest honors in the business-to-business press, have been presented annually since 1995 to editors for outstanding editorial performance. Winners are selected for exhibiting journalistic enterprise, extent of service to the field and editorial craftsmanship. A total of 20 Neals and 22 Certificates of Merit were given to the winners from among a record 960 entries to this year's competition. Marshall Loeb, editor of *Columbia Journalism Review*, chaired the seven-judge panel.

"We are very proud that the American Business Press has recognized IDG for its superior editorial and the remarkable work of our editors and designers," said IDG Chairman **Pat**

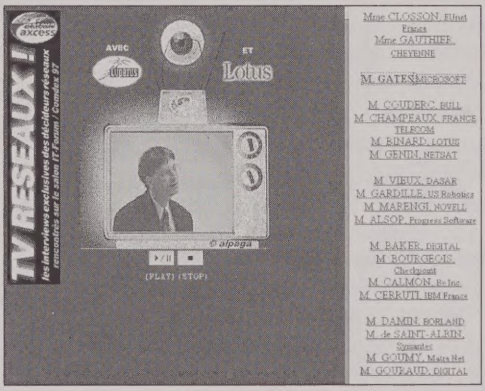
• CONTINUED PAGE 2 •

Reseaux & Telecoms' Web Site Features Full-Motion Video

TV Reseaux! includes 30 interviews with IT executives

Putting its Web site where its mouth is, IDG France's *Reseaux & Telecoms* this month became the first European Web site to offer visitors a full-motion video area on its site. TV Reseaux! currently contains some 30 live interviews with leading IT executives conducted at the recent Comdex/Paris.

"We thought it was time to stop just talking and writing about the technology and actually put it to use ourselves," said *Reseaux & Telecoms* Marketing Director **Dominique Busso** of the decision to implement the RealVideo-based TV Reseaux! The interviews, which range in length from one minute to 20 minutes, are available in English and French and feature such industry notables as Microsoft CEO Bill Gates, Novell COO Joe Marengi, and Progress Software CEO and Founder Joseph Alsop.


axcess
TV RESEAUX!
les interviews exclusives des décideurs réseaux
rencontrés sur le salon IT Forum / Comdex 97
AVEC
ET
Lotus
© alpaga
(PLAY) (STOP)

Mme CLOSSON, EUnet France
Mme GAUTHIER, CHEYENNE

M. GATES, MICROSOFT

M. COUDERC, BULL
M. CHAMPEAUX, FRANCE TELECOM
M. BINARD, LOTUS
M. GENIN, NETSAT

M. VIEUX, DASAR
M. GARDILLE, US Robotics
M. MARENGI, NOVELL
M. ALSOP, Progress Software

M. BAKER, DIGITAL
M. BOURGEOIS, Checkpoint
M. CALMON, Be Inc.
M. CERRUTI, IBM France

M. DAMIN, BORLAND
M. de SAINT-ALBIN, Symantec
M. GOUMY, Matra Net
M. GOURAUD, DIGITAL

Plans call for the site to be updated weekly. Among the offerings to be added within the next couple of weeks will be a segment featuring IDC France General Manager **Gerard Bidal** speaking about market trends in the networking industry. Busso said that more interviews will be conducted at the Interop Show in Las Vegas in May.

To date, feedback from visitors to the site has been excellent, according to Busso. "They are encouraging us to continue in this direction, and we certainly intend to." Anyone interested in looking and listening to the interviews can download the RealVideo plug-in free of charge at: http://www.real.com. The *Reseaux & Telecom* site is located at: http://www.reseaux-telecoms.fr.

"TV Reseaux! was very simple to create, and it does not cost a lot of money," Busso noted, adding that his company's costs to set it up were less than $2,000. This included the Hi8 camcorder used to record the interviews, a video transfer card used to bring the video image to a PC and the Adobe Premiere software

• CONTINUED PAGE 7 •

IN BRIEF

IW to Co-produce Netscape Developer Conference

InfoWorld's Conference & Media Group has been selected to provide logistical and organizational support for the third Netscape Developer Conference, scheduled for June 11-13.

The conference, part of an ongoing education initiative for intranet and Internet developers and typically a showcase for new technology and future projects, will focus on developers building enterprise applications and content for corporate intranets, extranets and Internet sites. The event will be held at the San Jose Convention Center in San Jose, Calif.

"IDG and InfoWorld's Conference & Media Group is a proven leader in producing and developing conferences with the developer community in mind," said Danny Shader, vice president of industry and developer relations at Netscape. "We are particularly impressed with the team that's been assembled to work on the Netscape Developer Conference, as they have vast experience in producing shows for the high-technology community."

Registration information is available immediately by calling, toll-free, 1-888-283-0687 or visiting the conference Web site at http://developer.netscape.com/devcon/.

InfoWorld Conference & Media Group publishes DEMOLetter and DemoWeekly and is the host and producer of the Demo, Agenda, Spotlight, and CEO's-Only Conferences. Questions about the group may be addressed to tel: 800-633-4312 or fax: 415-286-2750.

SHORT TAKES

IDG Books titles continue to hit the best-seller lists in the general press. In its Feb. 13 issue, *USA Today* compiled a list of "Money Best Sellers" and ranked *Personal Finance For Dummies* at No. 7 and *Taxes For Dummies* at No. 18. And, a new Web site on books about the Internet (http://www.smartbooks.com) has named IDG Books Worldwide as its "publisher of the month."

* * *

REMINDER: Don't forget to take five minutes and fill out your IDG Central survey! All survey respondents will automatically be entered into a drawing for a PalmPilot Personal Digital Assistant from U.S. Robotics. Surveys have been sent via e-mail and are also available on the IDG Central site (http://idgcentral.com) If you need a new login and password, contact Global Communications at tel: 415-524-5700 or e-mail: globalcomm@idg.com.

NEAL AWARDS

continued from page 1

McGovern. "IDG's overall mission is to serve the information needs of different audiences who buy and use technology. This is only possible with editors and designers who are committed to the highest standards of professionalism and editorial integrity. We're especially pleased that the staff of Macworld Online was singled out for their innovative efforts. Online publishing is integral to IDG's success as a global media company."

The following IDG publications and their editors won 1997 Neal Awards in the Class C category of publications with revenues of more than $7 million:

Neal Editorial Achievement Awards

Macworld Online (http://www.macworld.com)/ Best Use of New Media: **Paul Divine**, online manager; **Karen Liberatore**, editor/producer; **Matt McAllister**, online content producer; **Roxanne Gentile**, assistant content engineer; **Cathy Abes**, senior associate editor; **Tova Fliegel**, senior associate editor; **Cameron Crotty**, associate editor; Jim Feeley, assistant editor (now with *Digital Video*).

PC World/Best News Coverage for "RAM Scam!" (July 1996): **Angela Freeman**, assistant editor; **Robert Kanes**, art director; **Sandra Kelch**, senior designer; **Tim J. Luddy**, assistant art editor; Andy Reinhardt, executive news editor (now with *Business Week*); **Daniel Tynan**, executive features editor. *PC World* has collected seven Neal Awards in the past three years.

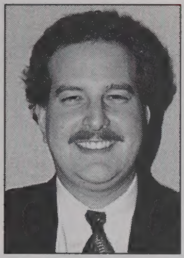
Neal Certificates of Merit

Network World/ Best Single issue for 10th Anniversary Issue (April 29, 1996): Awarded to the entire editorial and design staff.

Network World/Best Subject-Related Series of Articles for "Internet Health Report: Condition Serious" (Sept. 16, 1996 and Sept. 23, 1996): **Charles Bruno**, enterprise editor; **Paul Desmond**, features editor; **John Gallant**, editor-in-chief; **Rob Stave**, art director; **Thomas Norton**, associate art director.

IDG REPRESENTATIVES AT THE NEAL AWARDS CEREMONY *earlier this month were (left to right): IDG President* ***Kelly Conlin****;* ***Cathy Baskin****, PCW;* ***Phil Lemmons****, PCW;* ***Paul Divine****, MW;* ***Paul Desmond****, NW;* ***Angela Freeman****, PCW; and* ***Daniel Tynan****, PCW.*

ON LINE



TOM MATHEWS

IDG's VP of Corporate Human Resources is this week's columnist.

Part 1 of his column appeared last week.

Q Your most recent title was director, international HR programs. Is this position being filled? If not, what are the implications for any corporate international HR programs that may be in place or planned?

A I am currently in the process of assessing the HR department's organizational strengths and resources. I am looking for feedback from the HR professionals around the globe as well as our business unit heads, as our role is to provide service to their units. Any and all feedback is welcome.

I expect that we will continue to work with the international organizations. As in the past, I look to the international organizations to let me know what they want and need from HR. We only want to provide programs and resources that are relevant and useful. Some of the international HR role in the past has included consulting assistance in compensation and benefits/insurance, hosting publishing and other training efforts, running the Global Fellowship program, providing senior-level employee relations support and resources, coordinating the international employee survey and more.

What is your personal philosophy of the role of human resources in the corporation vis-a-vis the daily work life of employees?

We have a policy in HR: We should do things that enhance the productivity of our employees and at the same time create an environment that enriches our employees' work lives. If our programs and policies do not meet this standard, we should be focusing elsewhere. HR has a dramatic impact on both productivity and the work environment. IDG has developed one of the finest working environments I know of, and we need to ensure that this continues.

Can you explain how IDG corporate HR interacts with the overseas offices?

There are a number of fine HR professionals in our international offices. Per Bowallius in Sweden, Svenja Mohn in Germany, Sophie Insergeux in France, and Shirley Horrocks in the U.K. to name only a few. I will continue to work with our HR professionals and business unit managers around the globe to share resources and tools. In keeping with IDG's values, these HR professionals and their managers are responsible for setting the course to achieve success at their local business units.

Can you explain briefly the role of Corporate HR vs. the Human Resources Services Division (HRSD) vs. the HR departments at individual business units? Who's responsible for what, and how do the groups interact with one another?

Human Resources' goal is to meet the needs of our customers by enhancing individual and organizational performance and nurturing IDG's culture and values. Our customers are IDG's employees. We are structured in such a way that will most efficiently serve the needs of our employees. However, all three groups work collaboratively, and we serve as resources for each other.

Corporate HR works with employees all over the world. Our focus is to meet the needs of the Executive Committee, business unit presidents, country managers, business unit human resources and HRSD. Perhaps the functions that everyone is most familiar with are compensation, benefits, payroll and HR systems; these are the functions that ensure you are paid correctly (and on time!) as well as make sure you have the correct benefits coverage. The group is responsible for the U.S. job postings as well as helping other business units fill their open positions. The group also facilitates the IDG-wide educational programs such as the various publishing institutes and the employee survey and serves as a resource to the worldwide business units.

The Human Resources Services Division provides HR support on an annually contracted basis to the East and West Coast business units in the U.S. that do not have their own on-site HR departments. These tend to be the smaller business units. This group helps with recruitment, new employee orientation and assimilation, employee relations, performance management, organizational development, management consulting, compensation planning and administration, benefits counseling, HR administration and legal compliance. HRSD also manages the East Coast Collaborative Training.

The Business Unit Human Resources groups share the same scope of work and provide almost the same services as HRSD. The key difference is that the heads of human resources at the larger units report directly to the presidents of the business units they support. These HR executives usually sit on the executive staffs of their respective companies.

One concern occasionally voiced by employees is that HR always takes the side of management in any dispute. As a result, employees sometimes express reluctance to bring an issue to the attention of HR. Can you respond?

It is neither HR's role to favor employees nor to side with management. HR must maintain a balance that keeps the business interests and goals of the company in mind. This is often difficult to do given competing priorities and constituencies. We are, after all, business people first and HR professionals second. The same can be said for any employee in any function. In HR as elsewhere, we have a responsibility to speak up and speak the truth, however difficult that may be. I have a responsibility to ensure that the culture promotes and encourages this type of behavior.

Strategies Shared at CW/IW Product Line Meeting

The 1997 Computerworld/InfoWorld Product Line Meeting series got off to a productive start in Cancun, Mexico, Feb. 25-27 with the first simultaneous translation service ever used at a CW/IW global meeting. The 30 attendees from IDG offices in Latin America, the U.S. and Norway (home of the CW/IW Global Product Support Center) used headsets at each of the sessions while a translator repeated the presentation, discussion and questions in the appropriate language, English or Spanish, of the listener.

As a result, "people got much more out of the meeting; they were active and asked a lot of questions," said **Siri Herud**, global administration coordinator for the GPSC.

Three representatives from IDG support service business units discussed how attendees can make the most of several IDG resources. **Alessandra Glahome**, director of international accounts for IDG Marketing Services, talked about her role as the liaison between *Computerworld* publications in Latin America and IMS in the U.S. She encouraged more open communication between the sales staffs of the local publications and IMS, noting that the more market share information, reader profiles and other local publication data she can accumulate, the more likely it is that IMS can persuade U.S. clients to place ads in IDG publications in Latin America — a win-win situation for both groups. One outcome of the meeting was the decision to include Glahome's name and contact information on the masthead of each local *CW*, which will give Latin American clients a point of contact in the U.S. and allow Glahome to pass along sales leads to IMS colleagues outside her Miami territory.

Glahome also mentioned several different events that IDG is part of, such as the Latin American Roundtable in California and the Tech Forum in Miami [*World Update, Jan. 20, p. 1*] both of which educate IT marketers about the Latin American region and IDG's extensive presence there.

Jeff DeBalko, president of IDG Global Communications, talked about his staff's availability to provide technology services to IDG business units worldwide. His group offers Lotus Notes services, Web site hosting, application development, technical consulting and more. Global Communications developed and administers IDG's internal online site, IDG Central (http://idgcentral.com), and DeBalko noted that it can be an important communication medium for groups like the CW/IW GPSC. Like the current ISC Forum for IDG information systems staff, Global Communications soon plans to have a section on the site for the CW/IW GPSC with member profiles, online resources such as presentations, a discussion forum and information regarding past and upcoming meetings. Global Communications would like to expand this concept to other product lines and functional groups.

IDG WORLD UPDATE

CW ARGENTINA SALES MANAGER ***Julio Attala*** *(left) and* ***Rafael Roldan****, president of IDG's licensee in Ecuador, Ediworld, listen to the translation of one of the presentations. Roldan, who publishes PCW Ecuador, is negotiating a license to launch a local Computerworld in June and came to the meeting to gather ideas. Staff from IDG's PCW licensee in Costa Rica, who have signed a license to launch CW Central America in June, also attended.*

Enhancements to IDG News Service

The third IDG representative, **Rob Garretson**, editor-in-chief of the IDG News Service, gave an overview of his group. Recent enhancements to the News Service include its availability via an internal Web site (http://idgns.com) and an Image Bank that contains photos and other graphics from IDG publications worldwide that other editors can use in their own publications. Awareness of and enthusiasm for the News Service is growing in Latin America, now that virtually all the offices can access the service inexpensively via the Internet. Previously, it was often too costly to download the News Service from GE BusinessTalk. Garretson committed to

• CONTINUED PAGE 5 •

LATIN AMERICAN MARKET FACTS

- **The Latin American IT market, which includes Central America, South America and the Caribbean, reached a total value of approximately $17.6 billion in 1996.**
- **Brazil, the largest IT market in the region, accounted for 46.8% ($8.3 billion) of the market in 1996.**
- **Approximately 2,770,000 PCs were shipped into Latin America in 1996. Brazil accounted for 41% of the total units shipped.**
- **The value of the Latin American IT market grew 20.9% between 1995 and 1996.**
- **The value of the Latin American IT market is projected to reach $33.7 billion by the year 2000, approximately double its current value.**

Source: IDC

Job Opportunities - Monday, March 24, 1997

Sales Associate (CW)
Computerworld is looking for a Sales Associate to provide multi-functional support to National Accounts Director for card deck advertising sales efforts. Responsibilities include client service, lead prospecting, database management, advertising coordination, and assist in developing new business for Computerworld Card Decks. This job involves heavy agency/vendor phone contact to assist in monthly deck closings. PC and communication skills a must and ability to work in a fast paced team-oriented environment. Ideal candidate is self-motivated, goal oriented, independent, organized, detail oriented, and can work under pressure. Excellent written and verbal communications skills needed. ***Location: Rochelle Park, NJ***
Contact: L. Gorgone, Fax: 508-875-8931, Phone: 508-820-8176, Email: linda_gorgone@cw.com

National Account Manager (ICE)
Highly motivated and innovative individual needed to handle new name account sales for exhibit and sponsorship activities. Candidates should possess 3-5 years experience in trade show or related sales. Strong IT vendor knowledge and/or vendor relationships required. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Human Resource Information Systems Administrator (IDG)
The individual in this position will be responsible for system maintenance, standard and ad-hoc reporting and customization on the HR system. Responsibilities include working with the payroll group and the ADP system. Duties will also include supporting desktop applications (MS Word, Excel). A minimum of 3 years experience working with an HR system essential. Knowledge of desk top applications essential. ***Location: Framingham, MA***
Contact: K. McPhillips, Fax: 508-935-4600, Phone: 508-935-4531, Email: kristen_mcphillips@idg.com

Mailroom Coordinator (IDG/B)
Responsible for receiving and distributing mail and packages, logging received mail into system, processing outgoing packages, and coordinating quantity changes of book covers with Indiana manufacturing department. A minimum of 2 years experience in office support/mailroom operations with exposure to computerized tracking systems of major vendors. Must be able to lift 50 pounds and also pull 365 pounds on a utility cart on a routine basis. Knowledge of Excel and MS Word. Strong interpersonal skills, flexibility, and the ability to handle multiple requests. ***Location: Foster City, CA***
Contact: S. Klippel, Fax: 415-655-3206, Phone: 415-655-3230, Email: sklippel@idgbooks.com

Sub-Rights Assistant (IDG/B)
Duties include writing Global Update to promote new titles and special promotions, highlight partners accomplishments and inform book clubs and translation publishers of IDG accomplishments and trends, reviewing current marketing materials, collecting and reviewing appropriate articles and book reviews and coordinating the mailing organization and temporary help. Must also contact editors for available review material, create CD-ROM's, Syquests, or disks containing graphic files of book covers, marketing campaigns, and other art files, manage book club reorders and other administrative duties. Publishing experience and knowledge of computer books preferred. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Part-Time Merchandiser (3) (IDG/B)
Needed in the Bay area to assist Account Managers with account calls, customer service, stocking store displays, and special promotions when needed. Expected to continue to get business and educate account personnel. Professional appearance, high energy, and sharp communication skills required. Must have some computer knowledge and interest. Reliable transportation needed for local travel. Highly motivated, punctual, and customer service oriented. ***Location: San Francisco, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Art Assistant (IDG/LA)
IDG Latin America is looking for an Art Assistant to work closely with the Art Director. This position requires 3-5 years of related experience, magazine experience is a plus. Responsibilities include page layout and design and the layout of local editorial pages. Must coordinate and verify the specifications of editorial and ad content with printer, be fluent in Spanish and have a working knowledge of QuarkXPress and MS Word. ***Location: Miami, FL***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Editorial Assistant (IDG/LA)
IDG Latin America is looking for an Editorial Assistant. Candidate must be fluent in Spanish and English. Requires 3-5 years of editorial experience, magazine experience is a plus. Must have a working knowledge of QuarkXPress and MS Word. Responsibilities include the verification of translations, page layout and adjustment of editorial content, and writing regional editorials of topics not covered in the US version of the publication. ***Location: Miami, FL***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Contract and Billing Coordinator (IFW)

This person will document rates for customer ads. The primary function is to ensure consistency of rates quoted by Sales Rep. This person will prepare contracts, issue new report contact report weekly, maintain contract database, and prepare the Debit/Credit report. The successful candidate will be detail-oriented, have good organizational skills, and an ability to work closely with the sales department. ***Location: San Mateo, CA***

Contact: S. Moore, Fax: 415-312-0668, Phone: 415-312-0631, Email: sara_moore@infoworld.com

Ad Sales Administrative Assistant (MAC)

This candidate will provide administrative support to a team of ad sales telemarketing professionals. Responsibilities will include general office management, database maintenance, media kit assembling and mailing, and assisting with collection of insertion orders for monthly ad close. This position requires 3-4 years general office experience, as well as excellent Mac, communication, and organizational skills. ***Location: San Francisco, CA***

Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: marisa_chow@macworld.com

Copy Editor (PC Games)

Major areas of responsibility will include copy editing manuscripts and Web copy, proofreading galleys, final proofs, and irises, and monitoring the smooth flow of manuscripts through production. 2+ years experience copy editing, proofreading, and production. Must be self-motivated with proficiency in the AP and/or The Chicago Manual of Style, Microsoft Word and QuarkXPress. A passion for computer games is a definite plus. ***Location: San Mateo, CA***

Contact: C. Cohen, Fax: 415-349-5279, Phone: , Email: ccohen@pcgames.com

Sales, Product, and Technical Development Associates (PCW)

Each Associate will be given a core assignment in sales, technical or business development closely matched to his/her individual interests, in combination with a series of ancillary project responsibilities structured to provide a solid understanding of the fundamentals required to create and deliver an electronic publishing product from concept to distribution and designed to expand publishing competence around that core. Initial assignments are for a 9 to 12 month period reporting to OSG department heads for core assignments and to the Publisher of the PCW Online Services Group for ancillary projects. At the conclusion of each Associate's term, he/she will be placed in the competition for line positions either within PCW OSG, PCW Communications or at IDG publications. To be competitive, applicants should combine impressive academic records with management responsibility in publishing-related extracurricular activities and/or previous internships/work experience in print or electronic media. ***Location: San Francisco, CA***

Contact: R. Willoughby, Fax: 415-974-7316, Phone: 415-978-3205, Email: richard_willoughby@pcworld.com

Designer (PCW)

Responsible for conceiving and planning an overall design strategy for the WEB Magazine's products across all platforms and services. Work in conjunction with Editorial, Marketing, Sales, and Business Development staffs. Develop the general look and feel, internal topology, external interface, navigational metaphors and structures, and all other design elements, user interface concepts, and structural models for online versions of the WEB Magazine and related products as directed, on the WWW and potentially AOL, CompuServe, Prodigy, and other internet-based content presentation systems. ***Location: San Francisco, CA***

Contact: A. Morgan, Fax: 415-442-1891, Phone: 415-267-1759, Email: adrian_morgan@pcworld.com

Technical Content Editor (Web Shopper)

Reviewing all Web Shopper editorial material for technical accuracy and clarity, writing and editing text as assigned and technical content development. Responsible for gathering, editing, and placing technical editorial content relevant to buyers purchasing IT products on the Web Shopper site. Content will include material gathered from IDG publications, vendors, distributors, resellers, and online sources. Create original content to be used to help shoppers make informed buying decisions. The candidate must have strong working knowledge of PC hardware and software, writing and reporting experience with computer and/or business publications as well as strong editing skills. An English, Journalism, or Technical degree is desirable. ***Location: San Francisco, CA***

Contact: A. Eisner, Fax: 415-975-2616, Phone: 415-974-7436, Email: andrew_eisner@pcworld.com

Online Producer (Web Shopper)

Involved with the production and implementation of content areas on the internet/www, AOL, Compuserve, PRODIGY, Microsoft Network, and on other platforms as necessary. Create or modify online templates from approved designs, coding HTML and RAINMAN + documents, posting documents to online services, quality control and error-checking of online products, and the creation and maintenance of mailing lists. Produce and/or maintain a variety of interactive elements such as surveys, discussion forums, guestbooks, charts, graphics, and chat areas for a wide variety of online platforms. ***Location: San Francisco, CA***

Contact: L. Slimon, Fax: 415-442-1891, Phone: 415-978-3162, Email: licia_slimon@pcworld.com

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Places where you can find the complete list of job opportunities across IDG:

1. *Lotus Notes - Job Opportunities Database*
2. *IDG Central: http://idgcentral.com*
3. *IDG home page: http://www.idg.com*
4. *Job Hotline: East Coast ⇨ 508-935-4406 West Coast ⇨ 415-978-3100*
5. *Monday, March 31, 1997 edition of the World Update*

CW VENEZUELA GETS PEER REVIEW

The case study for the CW/IW meeting focused on how to improve the performance of *Computerworld Venezuela*.

Four teams of attendees contributed suggestions from all sides of the publishing spectrum, giving IDG Venezuela General Manager Peter Cernik a number of action items to take back to his staff. Among the ideas:

• *Add a daily news section to the company's Web site.* Cernik would like to hear the experiences of IDG colleagues who have implemented such a strategy.

• *Improve the quality of newsprint paper.* Charlie Wemyss, president of IDG Paper Supply, has been helping identify suppliers, and Cernik also welcomes input from other colleagues.

• *Stress the quality of Computerworld Venezuela readers.* While this information is included in promotional pieces, Cernik is considering reducing the amount of space devoted to circulation figures and emphasizing reader profiles (title, primary business, etc).

He will also ask Kathy Dinneen, president of IDG Research Services Group, to include questions in his company's next reader survey to determine the buying power of *CWV* readers.

• *Assess the size of the CWV organization.* While Cernik feels that staffing is currently at an optimal size, although he may soon add a third salesperson, he would like to get information from other *Computerworlds* in moderately sized markets regarding their organizational structure and their relative cost of personnel.

Anyone interested in contributing ideas to *CW Venezuela* can contact Peter Cernik at cernik@cwv.com.ve.

CW/IW

continued from page 4

increasing coverage of IT news in the region and fielded suggestions for the best location for a correspondent.

In terms of issues specific to *Computerworld* and *InfoWorld*, attendees shared information on editorial and marketing issues related to Web sites. **Rosane Serro**, publisher of IDG Online (http://www.idg.com.br) in Brazil, talked about her company's expanded and redesigned Web site, which will be relaunched March 31.

Since it began in May 1996, the IDG Brazil site has been limited to information from the five local IDG publications (*CW, PCW, NW, Reseller World* and *Publish*). To give online readers more IT news, Serro decided to add content from more than a dozen IDG U.S. online publications. Serro created a sixth publication, *Web World*, just for the IDG Brazil site, and is channeling the content from the IDG U.S. sites into those six publications. All articles will be translated into Portuguese. There will also be a link to IDG NOW, IDG Brazil's electronic news service, that contains content from the IDG News Service and IDG Brazil staff writers. Now that the content has been determined, Serro is working with IDG Brazil's sales department on the best ways to approach vendors to sell ads on the site.

The attendees also shared information about design and editorial trends in the CW/IW product line. Don Fry, a journalism consultant, rounded out the program with a session on the importance of editorial quality.

The next CW/IW GPSC meeting will be held June 11-13 in Malta. For more information, contact Siri Herud at s.herud@idg.no.com or via fax: +47-22-05-30-01.

UPCOMING EVENTS

April 8-10
Internet Commerce Expo
Atlanta, GA
Contact: Ron Brandon, ICE
ron_brandon@icexpo.com

April 9
IDG European Online Meeting
Paris, France
Contact: Florence Schmit, IMS/EMEA
florence_schmit@idg.com

April 9-11
PC World Product Line Meeting
Tokyo, Japan
Contact: Angie Weber
angie_weber@pcworld.com

May 12-14
European Global Summit
Istanbul, Turkey
Contact: Karen Battley, IMS/EMEA
karen_battley@idg.com

May 18-21
WebMaster Perspectives Conference
Miami, FL
Contact: Lynda Rosenthal, CIO
lyndar@cio.com

May 20-22
PC World Product Line Meeting
Amsterdam, The Netherlands
Contact: Angie Weber
angie_weber@pcworld.com

June 2-4
Asia/Pacific Managers Meeting
Hong Kong
Contact: Marion Kibbee, IDG
marion_kibbee@idg.com

June 11-13
CW/IW Product Line Meeting
Malta
Contact: Siri Herud
s.herud@idg.com.no

June 27-29
European Managers Meeting
Amsterdam, The Netherlands
Contact: Marion Kibbee, IDG
marion_kibbee@idg.com

NOTEWORTHY

NEW EMPLOYEES

Grace Aquino has joined *PC World* as an assistant editor. She was previously an editorial intern with *ComputerLife Magazine*. Grace has a B.A. in journalism from the University of San Francisco. Her interests include traveling, volunteering, rollerblading, swimming, running and creative writing.

Eric Freeman has been hired by *PC World* as a performance analyst testing products for review. He previously worked at Sigma Designs providing technical support and network administration. Outside the office, Eric enjoys multimedia authoring, reading and computer games.

Previously a production editor at Macmillan Publishing (Que Imprint), **Kelly Oliver** joins IDG Books Worldwide in Indianapolis as a project editor. Kelly has a B.S. in journalism from Ball State University. She is an avid reader and an accomplished writer.

IDG BOOKS INDIANAPOLIS HR

OLIVER

Amy Larson has started with IDG Books in Foster City, Calif., as a customer service representative. She previously worked as the marketing coordinator for Benefit Cosmetics. Amy has a B.A. in history from the University of Oregon and enjoys music and arts.

ODESSA GUEVARA

LARSON

Yeon Kim has been hired by GamePro Media Group as a marketing intern. She recently worked at Laser Reflections as a marketing intern. Yeon is currently attending San Jose State University pursuing a degree in business administration/marketing. Outside the office, she enjoys exercising, arts and crafts, dancing and traveling. Yeon is looking forward to her May graduation.

CLAUDIA FUNG

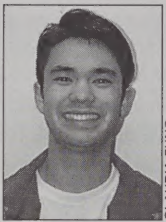
KIM

Michele Caterina has joined *Network World* as the managing editor. Michele previously worked at the Education Development Center, Inc. as a production editor responsible for a range of EDC print materials, including newsletters, proposals, publicity materials and manuscripts. She has a B.A. in communications from Boston College and enjoys creative writing and reading fiction.

CATERINA

Previously the human resources manager at Consolidated Group, Inc., **Kristen McPhillips** joins IDG as a human resources manager. Kristen has a degree in business science from Castle College and a degree in human resource management from New Hampshire College. Outside the office, Kristen's hobbies include skiing and swimming.

Joe McCloud has been hired by *PC Games* as the online editor responsible for writing the editorials and other content for the magazine's Web site. Joe is currently attending the San Francisco Art Academy majoring in computer illustration. Joe's favorite hobby is going to the movies.


CLAUDIA FUNG

McCLOUD

Computerworld has hired **Holly Nissalke** as the district sales manager in Burlingame, Calif. Holly will be responsible for advertising sales in northern California, Oregon and Utah. Holly has worked on high-tech accounts at J. Walter Thompson in San Francisco and Dahlin Smith White in Salt Lake City. Holly has an M.S. in communications from the Newhouse School of Public Communications at Syracuse University and a B.S. in economics and political science from the University of Utah.

Alan Whitten joins IDC as a desktop support specialist. Alan previously worked at Stream International providing help desk support. Alan has a B.S. and a B.A. from Roger Williams University. He is also certified in Windows 95 Support and Implementation.

InfoWorld has hired three new employees. **Mariaelena Robles** has started as a PC support specialist. Mariaelena previously worked at PRC Environmental Management, Inc. in San Francisco as an environmental policy and information systems analyst. She has a degree in U.S. environmental law and policy from the University of California at Berkeley. Outside the office, Mariaelena enjoys mountain biking, camping, hiking, snowboarding, traveling and going to the movies.

Bret Frohwein has also joined *InfoWorld* as a network specialist responsible for network administration. Bret previously worked as a network specialist at EC Computer Services. Bret has a degree in psychology from the University of California at Berkeley.

Mario Fuller has joined *InfoWorld* as an office service coordinator. Mario previously worked as a team leader at Macy's assisting the manager in the daily duties of running the men's department.

TRANSFERS

Having worked at IDG for the past seven years, **Dana Kagno** has been hired by IDC as a desktop support specialist. Dana first worked as a credit analyst in IDG's credit department, then as an IS intern in IDG's IS department. He has a B.S. in business administration from Roger Williams University and is currently attending Clark University's computer career institute working toward certification in Windows NT/Networking. He enjoys running, cars, computers, animals and home repairs.

TELL US!

Does your office have a new employee? Has someone recently been promoted? Tell us.

Send information for the Noteworthy section to: world_update@idg.com.

RESEAUX & TELECOMS

continued from page 1

they use to edit the video.

Reseaux & Telecom, which is published monthly, will turn 11 this year. Its Web site launched in October 1995 and features daily news; a worldwide telecom section covering 34 countries throughout Europe, Asia and North America; a fully searchable product guide listing more than 5,000 products; and a recruitment section. *Reseaux & Telecoms* is also developing Web sites for the industry's leading shows such as Comdex/Paris (http://www.comdex.it-forum.fr) and offering exhibitors the opportunity to communicate on them.

RESEAUX TELECOMS
axcess
NEWS
LE MONDE des telecoms
LES GUIDES
SERVICES
TV RESEAUX !
sequences video

Anyone wanting to learn more about TV Reseaux! or the company's other online initiatives or wanting to use any of the interviews available on the site may contact Dominique Busso at: dominique.busso@eunet.fr.

IDG WORLD UPDATE online

Coming soon: A brand-new IDG World Update Online

IDG World Update is redesigning its Web site on IDG Central. The eye-pleasing site will be easier to navigate and will contain more online-only exclusives.

The new look is scheduled to be unveiled with the March 31 issue. Be prepared and get your password now by sending a request for a login to IDG Global Communications at globalcomm@idg.com.

http://idgcentral.com

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Michael Sullivan-Trainor - IDC
Jim Brown - Network World
Joanne Hoffman - Macworld

TEN YEARS
Stephen Tozeski - IDG
Patricia Sims - IDG
Richard Villars - IDC
Michele Winiker - IDC
Tania Evans - IDG Australia

NINE YEARS
Kirk Campbell - IDC
Michael Welsh Carroll - PC World

EIGHT YEARS
Robert Sawdon - CIO
Margarita Chiango - IDG
Rob Stave - Network World

SEVEN YEARS
Sharon O'Brien - Computerworld
Denise Haines - IDC
Ellen Messmer - Network World
John Goddard - PC World
Maureen Roberti - Computerworld

FIVE YEARS
Jimmy Yu - IDG Singapore
Christine Wong - Macworld
Birgitte Naumann - IDG Denmark
Judith Kokernak - Computerworld
Thomas Hoffman - Computerworld

FOUR YEARS
Lisa Golden - IDG
Kris Cunningham - InfoWorld
Jeff Senna - InfoWorld
Andre Angeles - InfoWorld
Laura Rivera Cuevas - IDG Mexico
Helen Saull - IDG Australia
Emmanuel Bustamante - IDG Venezuela

THREE YEARS
Marisa Chow - Macworld
Atsushi Machino - IDG Japan
Kevin Fogerty - Computerworld

TWO YEARS
Sandy Fong - IDG Singapore
Jacki McDonald - IDC
Brad Grimes - PC World
Mark Maric - IDG Australia
Peter Bochner - Computerworld

ONE YEAR
John Tan - IDG Singapore
Lisa Lauze - IDG
Heath Row - CIO
Jean Lieske - IMS
Sam Huey - PC World
Belinda Choi - PC World
Allyson Bates - Macworld
Clare Hirst - IMS Europe
Daniel Toumbas - IDG Denmark

CELEBRATING 10

Jeff DeBalko

HOME: Redwood City, Calif.

JOINED IDG: October 1986 as a market research analyst for *InfoWorld.*

CURRENT TITLE: President of IDG Global Communications. Promoting the effective use of information and technology IDG-wide, that is, getting IDG to "practice what we preach."

MOST CHALLENGING PART OF YOUR JOB: The process and culture change necessary to achieve our goals.

BEST PART OF YOUR JOB: The people I work with and the opportunity we have to make a difference in the success of IDG.

CAREER HIGHLIGHT: My nine years at *InfoWorld* — a wonderful success story and a great management team.

DID YOU THINK YOU'D BE HERE FOR 10 YEARS? Any sane person who saw *InfoWorld*'s market share or P&L in those days would have to say no!

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The people I have worked with and worked for.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK? By telling me that I, or my staff, responded quickly and effectively to a request. I truly believe that quality and customer service is what drives success in any business.

INTERESTS OUTSIDE THE OFFICE: Anything that involves being with my wife, Catey, daughter Nicole, 10, and son Ryan, 5.

MOST REWARDING THING YOU'VE EVER DONE? Being a Dad. There is no close second.

JEFF DeBALKO, PRESIDENT OF IDG GLOBAL COMMUNICATIONS, *(right) celebrates his 10th anniversary with IDG Chairman* ***Pat McGovern.***

DREAM DESTINATION: I am fortunate (or not) to travel a great deal in my current job. My dream destination is home!

WORDS TO LIVE BY: "A hundred years from now, the only thing that will truly matter is the impact you had on the life of a child."

FANTASY JOB: Head golf professional at Sankaty Golf Club on Nantucket in the summer and Poipu Bay Resort, Kauai, in the winter.

FIVE PEOPLE — LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY? Thomas Jefferson, Andrew Carnegie, Ronald Reagan, Jack Nicklaus and most important, my Dad.

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE? My Toshiba notebook — every important piece of information I need is on it!

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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Volume 27, Number 13 March 31, 1997

COMPUTERWORLD COLOMBIA INTRODUCES POPULAR DESIGN SUPPLEMENT
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COMPUTERWOCHE EXTRA COVER HONORED IN ANNUAL DESIGN COMPETITION
PAGE 2

ONLINE: IDG NEWS SERVICE'S ROB GARRETSON STEPS UP TO THE PLATE
PAGE 3

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Federal Computer Week Presents Eighth Annual Federal 100 Awards

STAN BAROUH

DON ARNOLD (LEFT) OF THE INDUSTRY ADVISORY COUNCIL *presents the Eagle Award to John Gioia, president of Robbins-Gioia Inc., for outstanding contributions to the federal IT industry.*

Federal Computer Week's Federal 100 Awards ceremony on March 19 lived up to its billing as the government market's IT event of the year, although it almost didn't happen at all due to a hotel scheduling error of epic proportions.

The event was sold-out, having attracted 54 sponsors, and for the second year in a row, the awards ceremony turned a profit for the publication.

More than 1,000 people attended the awards, up by more than 150 attendees from last year, held at the Grand Hyatt Hotel in Washington, D.C.

This number includes winners, corporate sponsors, members of the industry and *Federal Computer Week* staff. Thankfully, all the guests found their way to the Grand Hyatt.

• CONTINUED ON PAGE 4 •

IDG Global Summit Attendees Get Web Site of their Own

HAL BOUCHER

IDG CHAIRMAN PAT McGOVERN (LEFT) AND COMPUTERWORLD *President **Gary J. Beach** (third from left) enjoy a laugh with Global Summit guests Tom Scott of Toshiba and Bob Herbold of Microsoft.*

Attendees at the sixth annual IDG Global Summit are, by definition, an exclusive group. Collectively, the 235 guests at this year's invitation-only event represented companies responsible for more than $500 billion — over 70% — of worldwide IT industry sales. And now this group of hugely influential technology marketers has an exclusive Web site all its own.

The IDG Global Summit Web site, which debuted last month, aims to capitalize on and extend one of the Summit's most important functions: providing a forum for attendees to share information and experiences among themselves. According to IMS International Conference Manager **Jennifer Rizzo**, "Attendees of the summit are constantly seeking more networking opportunities. By hosting the Global Summit

• CONTINUED ON PAGE 5 •

IN BRIEF

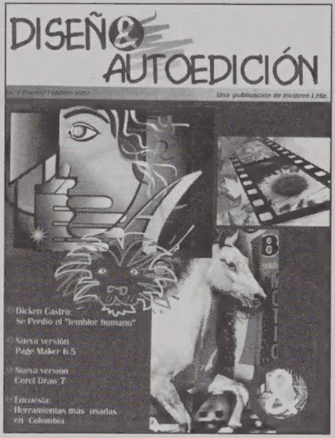
CW Colombia Introduces Design-Oriented Supplement

Computerworld Colombia has launched a new bimonthly supplement, *Design & Desktop Publishing* as of Jan. 31.

The supplement, which will circulate as an insert with *Computerworld Colombia*, is designed to aid people who use computers in their jobs in any type of design work, such as CAD/CAM, desktop publishing, arts, digital press, etc. The initial run was 5,000, and the supplement is inserted into every issue of *CW Colombia.*

Director **Ciro Villate** said the supplement is the first publication in the country to be aimed at these professionals. "We differentiate from other design publications because we are oriented to the tools of the trade and focus on computer users' needs rather than the artist's or designer's points of view."

Dray Sandra Pea, special editions journalist-in-chief, is responsible for the insert, which uses *Computerworld Colombia* staff for its publication.


DISEÑO & AUTOEDICIÓN
Enero / Febrero 1997
Una publicación de Inviarco Ltda.
Dicken Castro: Se Perdió el "temblor humano"
Nueva versión Page Maker 6.5
Nueva versión Corel Draw 7
Encuesta: Herramientas mas usadas en Colombia

Villate is very optimistic about the future of *Design & Desktop Publishing*.

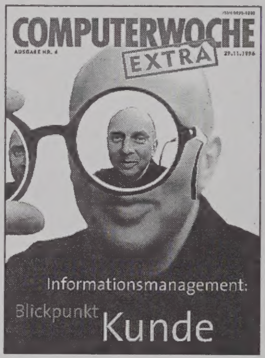
The first issue had a great success," Villate said, "and we expect to fulfill the unattended necessities of the art and design sector."

According to Villate, the computer market in Colombia is valued at close to $800 million a year, with an installed base of 850,000 PCs and 250,000 PCs shipped last year. The sector grows by 23% each year. Eight-year-old *CW Colombia* has a circulation of 5,000 and is the leader in its enterprise corporate market.

Computerwoche Extra Honored by Design Group

The bimonthly supplement to Germany's *Computerwoche, Computerwoche Extra*, has been recognized as a merit winner in the 32nd Annual Society of Publication Designers (SPD) Competition.

Computerwoche Extra's Nov. 29, 1996 cover won in the category for best cover of a consumer bimonthly for 1996. The issue was one of more than 6,000 entries to SPD's international competition. Out of these 6,000, SPD honored 10 publications as gold winners, 31 as silver and 600 as merit winners.



Loreto Power of *Computerwoche*'s marketing department said it is an honor to have been chosen. "We feel it will do a lot for our reputation and to increase our readership, " she said.

The origin of the award-winning cover can be traced to Editor-in-Chief **Nora Hörmann** and Horst Moser, a designer with a German media design agency. The theme of the issue was client orientation and how important it is for the IT industry to see the needs and wishes of the client as the top priority.

Hörmann and Moser sifted through hundreds of stock photos for the perfect cover shot. Taken by a Dutch photographer, the image emphasizes having a sharp eye and being focused, exactly the qualities that *CW Extra* said the IT industry should embrace regarding clients.

Chosen by a jury of design professionals from the U.S., the winning artwork will be showcased in the Society's *Publication Design Annual 32* and an exhibition in November. The winners will be honored at an awards gala in the New York Public Library in May.

PCW, MW to Take on IDG Newsletters' Products, Services

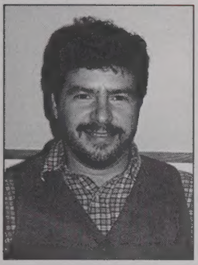
The products and services of IDG Newsletter Corp., previously based in Boston, will transfer April 4 to *PC World* and *Macworld* in San Francisco.

PC World's Online Services Group will take responsibility for the successful "Tip of the Day" series of newsletters, adding three new titles to the current roster of 17 newsletters in this series. "Tip of the Day" electronic newsletters currently reach more than 865,000 readers through innovative use of "push" publishing technology.

While PC World Online Services Group will be responsible for editorial, delivery and advertising sales on the electronic products, *PC World* and *Macworld* will assume responsibility for the IDG Newsletters print products. These include *Do It With Microsoft Windows 95* and *The Macintosh Report*.

IDG Human Resources is working with the IDG Newsletter staff affected by the transition to locate positions within other IDG business units and to assist with any transitional training needed.

ON LINE



ROB GARRETSON

The editor-in-chief of the IDG News Service is this week's columnist. Part 2 of his column will appear next week.

Rob Garretson joined IDG International Publishing Services in Boston in 1992 as editor-in-chief of the IDG News Service. The News Service is an editorial cooperative that provides news, features, commentary and other resources to IDG publishing units worldwide. The News Service operates 10 bureaus in eight countries and is available on its password-protected Web site: IDGNS.com. Garretson can be reached on e-mail at: at rob_garretson@idg.com.

Q I recently noticed a "View Image" icon in some stories on the IDG News Service that led me to a database that seems to contain a number of photos and graphics from IDG publications. What is this database and why haven't I seen an official "announcement" of its availability?

A You've found the IDG News Service Image Bank, which is a database of photos, graphics and other art work we make available for use in IDG publications worldwide. It's designed to provide art work to accompany stories distributed on the IDG News Service wire, and IDG editors around the world are free to print the images in their publications or post them on their Web sites — though the proper use of images is somewhat more restricted than that of News Service text. (See next week's Online column.)

You haven't missed the official announcement of the Image Bank launch. The database is still under construction and we're still adding key sources — last week the first images from *Computerworld* U.S. were posted — so we have yet to make a formal announcement about it. But as is the case with several new News Service resources under development, we deployed the Image Bank last fall when its basic functions were working properly and it contained enough images to be useful to IDG publications.

Since we deployed our IDGNS.com Web site last fall we've radically changed the way we develop and deploy new resources like the Image Bank, and you can expect to see a steady stream of new services and enhancements to the existing ones simply appear on the site from time to time. Another example of this approach is the Worldwide Events Calendar that we recently — and quietly — deployed on our site. (To access it, click on the Events Calendar 1997 icon on the IDGNS.com home page.) It contains information on more than 500 trade shows, conferences and other events worldwide. Anyone who has checked this out frequently has probably noticed substantial changes, even from one day to the next. That's because we're still fine tuning the design and adding data. Yet we made it available as soon as the basic functions were complete and we had a critical mass of event information entered to make the calendar potentially useful. In the coming weeks we hope to continue to expand the information in the database, so if you know of an event in your country that's not in our database, feel free to forward the information to our production and design editor, Scott Magoon (scott_magoon@IDG.com).

There is an increasing amount of news from outside the U.S. available on the IDG News Service, yet most of it seems to come from IDGNS correspondents and not from IDG publications. Are you replacing contributions from the publications with material from your own writers? Isn't that more expensive than using news stories already being produced by IDG journalists?

We have been increasing the global scope of News Service content and investing heavily in our worldwide network of correspondents, but we are not doing this in any way as a replacement for contributions from the IDG publications. On the contrary, we are constantly striving to add new contributors — like the recently added *PC World East Africa* — and we continue to encourage IDG publications around the world to contribute news and features that might be of interest outside their domestic markets.

But perhaps expansion of our correspondent network has created the impression that we're de-emphasizing content from our constituent publications. So let me step back and comment on our broader strategy. When we began this major expansion of the News Service nearly five years ago it was to enhance the value of this collective editorial resource for the entire spectrum of IDG publications (both U.S. and international) and to do so within the framework of IDG's highly decentralized publishing model.

Thus we started adding correspondents in key markets in which news of global or regional news originates, not to duplicate or replace coverage from IDG publications there but to complement it. For example, the News Service maintains a bureau in Munich, the home of one of IDG's largest and most successful publishing units in Europe. But while *Computerwoche*, *PC Woche* and the other IDG publications focus their coverage of the German IT markets for readers in Germany, the News Service correspondent in Munich develops coverage of Germany that may be of interest globally or regionally in other European countries. In addition, our Munich correspondent reports the news not in German but in English, for international consumption, and on daily deadlines rather than weekly or monthly schedules.

While our correspondents focus primarily on reporting breaking news along with coverage of regional and global trends, there are undoubtedly many other stories developed by the individual publications that might be of interest to their sister publications around the world. And our intent at the News Service is to facilitate the sharing of those stories.

FEDERAL 100

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Originally the ceremony was to be held at a different Washington hotel. Only one month before the event, Marketing Events Manager **Kay Murray** was hit with the news that the first hotel double-booked the Federal 100's space.

"That was the big kicker for this year," Murray said. "It was huge effort to relocate the event and, since all the marketing materials had been sent out already, we had to make sure everyone knew where it would be."

After this initial stress, the actual ceremony went very well. "Over the past eight years, these awards have grown in prestige, and the dinner and ceremony are not missed by anyone who is a player in this market," said *Federal Computer Week* President **Edith Holmes**.

The Federal 100 Awards honor 100 individuals both within the government and industry for proficiency in producing better programs and purchasing quality IT products, thereby allowing the federal government to better serve the public.

In addition, the awards honor people who typically aren't recognized, Holmes said. "The Federal 100 are members of an all-star team who acted as agents for change in the course of the year just past," she said.

"They are impact players, movers and shakers, people who made a difference," Holmes continued. "We celebrate them because the cumulative effect of their dedication and effort is to create a better federal information systems community."

Editor-in Chief **Anne Armstrong** expanded on the history behind the awards. "The Federal 100 awards were established at a low point in public confidence in the quality of the federal work force," she said. "It was a favorite tactic for politicians to talk [disparagingly] about bureaucrats in Washington. The image did not fit the people we knew who were dedicated public servants working long hours for low pay. The awards were established to recognize the enormous contributions individuals can make."

Federal Computer Week's readers nominate candidates for the Federal 100 in November based on guidelines given on a nomination form in the publication.

An independent panel of judges selected by the publication meets in January and chooses the winners. Although the panel's decisions are subjective, there are some guidelines used such as: the award is for work done in the previous year; the award is for what the person did, not the job occupied; and the award cannot go to an individual who received one last year for the same accomplishment.

Though the winners were announced in February, at the Federal 100 ceremony two Eagle Awards were also given out, one to a government employee and one to an industry representative. The Eagle Awards are chosen by independent professional organizations in the market and given to the "best of the best" — individuals who have made outstanding contributions to the federal IT community in the previous year.

These organizations make their selections from that year's Federal 100 nominees. This year's Eagle Award winners were Kathleen Adams, associate commissioner in the Social Security Administration, and John Gioia, president and chief executive officer of Robbins-Gioia, Inc.

This year's ceremony consisted of a dinner, the announcement of the Eagle Award winners, a first-time Federal 100 multimedia presentation including pictures and logos from the winners' companies and sponsors, and a speech by writer Art Buchwald. Since the Federal 100 winners are announced beforehand, a general salute is made to these individuals rather than calling all their names.

The Federal 100 Awards differ from a typical publication's awards program in that tables are sold to corporate sponsors.

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WRITER ART BUCHWALD WAS THE SPEAKER FOR *the Federal 100 Awards ceremony. According to Kay Murray, marketing events manager, his 35-minute speech had the audience rolling.*

Sponsors pay anywhere from $3,000 to $40,000 per table and are welcome to purchase more than one, which many do. A higher priced table garners more visibility in many areas, from actual proximity to the stage to more winners seated at the table to complimentary ads in *Federal Computer Week*. Microsoft was the biggest sponsor this year, even hosting the cocktail party.

Murray said corporations are very interested in buying tables because the event provides access to government personnel generally not directly involved in the purchasing process. "It's a great networking opportunity for people in different corporations to be able to see these highly placed officials that they usually don't have the chance to deal with," she said.

All 90 tables were sold out this year, and the awards made a profit for the second consecutive year. "We never dreamed we'd do more than cover our costs with this and actually make a profit," Murray said.

Murray and Holmes said *Federal Computer Week* is still discussing ways to use this money in a way that gives something back to the IT industry.

For more details about the awards ceremony, including a list of the Federal 100 winners and the Federal 100 judges, visit the Federal Computer Week Web site at http://www.fcw.com.

IDG

Job Opportunities
Monday, March 31, 1997

Office Manager/Sales Assistant (NW)
This position is a dual role with both Sales Assistant and Office Managerial responsibilities. In the Office Manager role, duties involve handling all aspects of the office such as coordinating moves, answering phones, processing invoices, maintaining vendor relations, maintaining all office equipment (i.e. phones, computers, faxes, copiers), distributing mail, and monitoring inventory/supplies. Sales Assistant responsibilities include maintaining comp lists and media kits, helping correlate and prepare requests for proposals (RFPs), preparing presentations on PowerPoint, handling correspondence and providing additional assistance as needed. Strong communication skills, organizational skills, attention to detail and computer skills are necessary. ***Location: Santa Clara, CA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Senior District Sales Manager (CW)
Computerworld has an opportunity for a highly skilled sales professional to join its sales team. You will be responsible for managing one large account, IBM, and it's related businesses (Lotus, Tivoli) including their agency. You must possess a strong sales track record, a strong service orientation, be well-organized, creative, have excellent communication skills, have agency-focused experience, and the proven ability to build strategic relationships. Position requires 5+ high-tech advertising sales experience. This position can be based out of either New Jersey or Manhattan ***Location: Rochelle Park, NJ***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Executive Assistant (GamePro)
This position will provide administrative assistance to the VP, Associate Publisher of GamePro Media Group. Responsibilities will include customer contact and meeting scheduling, proposal preparation, general administrative support. Position requires a high energy, team oriented individual who possesses strong Macintosh skills, superb attention to detail, and is highly organized with the ability to work independently in a deadline driven environment. ***Location: San Mateo, CA***
Contact: C. Sandor, Fax: 415-349-1598, Phone: 415-286-2515, Email: csandor@gamepro.com

Sales Coordinator (GamePro)
Primary responsibilities are to support the advertising sales team. Maintain current media kits and materials, assist with promotional mailings and telephone follow up work. You will act as liaison between Ad Sales, Production and Accounting as well as interact with advertising accounts and their agencies. Manage database and maintain positioning report for use during pagination. Energetic, enthusiastic and a team player. Must be able to work under pressure, handle multiple tasks, and be detail oriented. MAC proficient, and Filemaker Pro a plus. ***Location: San Mateo, CA***
Contact: C. Lee, Fax: 415-349-5279, Phone: 415-286-2583, Email: clee@gamepro.com

Acquisitions Editor, Dummies Press (IDG/B)
Position involves identifying and signing authors and titles for Dummies Technology Press, research possible book topics, networking, and assisting with the overall publishing plan for the press. Candidates must have experience executing contracts, evaluating proposals, applying industry information to product plans, and training and developing authors. Additional qualifications include negotiating and team orientation skills and a BS degree in business or related field.
Location: Indianapolis, IN
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Tech Publicity Coordinator (IDG/B)
This is a new position for the Public Relations Department. This individual will support the technology group through research, tracking, writing, data base collection, and coordinating mailings. Therefore, the individual sought must be very high energy, able to work multiple tasks simultaneously in a whirlwind environment while producing veritable results. Communications skills must be excellent with earnest proclivity towards technology. At least two years experience in a PR setting or equivalent necessary. ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Operations Training Coordinator (IDG/B)

Key objective of this position is to coordinate and facilitate use based responsibilities during implementation of new operations systems. Following systems changes, this position will be responsible for training, documenting policies, and assisting in process improvements. Qualifications include project coordination experience involving systems migration, experience in designing software systems, experience in policy and procedure documentation, systems training experience, and a BS degree in Business or related field. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

InfoMarket Account Manager (2) (IFW)

The individual in this position will be responsible for prospecting and maintaining advertising space for the back section of the publication. One to three years selling experience plus knowledge of the PC industry required. ***Location: San Mateo, CA***
Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Freelance Copy Editors (NW)

We are currently looking for freelance copy editors to build our freelance pool and work with our existing team of copy editors/layout editors. Responsibilities include: editing news and features on-line, composing pages on a page makeup system, proofreading pages, and writing headlines. The ideal candidate will have a degree in English or Journalism; experience working in Atex and QuarkXpress a plus. Familiarity with computer networking concepts helpful but not a requirement. Knowledge of AP style and strong grammar skills essential. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Director of Marketing (PC Games)

To create and implement marketing and promotion strategies that will optimize long-term revenue opportunities for PC Games magazine and its other ventures. You will develop and implement sales promotion programs, collateral, conceptualize and direct research projects, manage tradeshow participation and elevate the PC Games brand through a targeted, strategic PR effort. 5+ years intermediate to senior level relevant marketing/publishing experience (consumer industry preferred). Candidate must have strong oral and written communication skills, be results oriented with excellent organization skills. This position reports directly to the Publisher. ***Location: San Mateo, CA***
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Account Representative (PCW)

To assist Account Managers in PC World's Eastern region, predominately by telephone, in prospecting for and servicing new accounts and servicing running accounts. Must have telemarketing sales experience. A working knowledge of personal computers, products, and the marketplace. Excellent written and verbal communications skills and a high degree of organization is required. ***Location: Rochelle Park, NJ***
Contact: B. Ostrow, Fax: 508-872-6912, Phone: 508-370-0844, Email: bob_ostrow@pcworld.com

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BU	Category	Title	Location	Contact	Phone	Fax
CIO	Art/Design	Graphic Designer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Associate Editor	Framingham, MA	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Sales	Sales Assistant	Northfield, IL	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Admin	Traffic Coordinator	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Confer	Events Coordinator, Temporary	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Edit	Editorial Assistant	Framingham, MA	L. Gorgone	P: 508-820-8176	F: 508-875-8931
CW	Exec	Associate Publisher	Framingham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Rsch	Marketing Database Specialist	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Rsch	Research Manager	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Rsch	VAR Telephone Interviewer	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	Manager, New Business Development	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Regional Manager, Recruitment Advertising	Rochelle Park, NJ	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	Sales Associate	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Senior District Sales Manager	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW/Hong Kong	Edit	Senior Writer ~ CW Hong Kong	Hong Kong	Rob Garretson	P: 617/423-9030	F: 617/423-0240
ExecuTrain	Admin	Executive Assistant	Atlanta, GA	K. Brice	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	Course Developer	Atlanta, GA	J. Hall	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	Editor	Atlanta, GA	J. Hall	P: 770-667-7700	F: 770-664-2006

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BU	Category	Title	Location	Contact	Phone	Fax
ExecuTrain	Desktop App	ILT Support Manager	Atlanta, GA	J. Holman	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	Marketing Project Manager	Atlanta, GA	M. Blount	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Finance	Purchasing Manager	Atlanta, GA	B. Buhay	P: 770-667-7700	F: 770-664-2006
xecuTrain	HR	HR Operations Manager	Atlanta, GA	H. Boyd	P: 770-667-7700	F: 770-664-2006
xecuTrain	Sales	Regional Sales Support Manager	Atlanta, GA	S. Wilson	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Systems	Operations Manager	Atlanta, GA	P. Richards	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Systems	Software Engineer	Atlanta, GA	P. Richards	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Tech	Assessment Specialist	Atlanta, GA	C. Burdett	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Tech	Course Developer	Atlanta, GA	J. Adkisson	P: 770-667-7700	F: 770-665-2006
ExecuTrain	Tech	Course Editor	Atlanta, GA	K. Monks	P: 770-667-7700	F: 770-664-2066
ExecuTrain	Tech	Desktop Publisher	Atlanta, GA	C. Luse	P: 770-667-7700	F: 770-664-2006
FCW	Edit	Copy Editor	Falls Church, VA	C. Kelly	P: 703-876-5095	F: 703-876-5126
FCW	Sales	District Manager	S. CA	M. Martin	P: 714-488-9865	F: 714-488-3851
FCW	Sales	District Sales Manager	Rochelle Park, NJ	S. Brown	P: 508-935-4099	F: 508-935-4600
FCW	Systems	Web Programmer PT [2]	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
GamePro	Admin	Executive Assistant	San Mateo, CA	C. Sandor	P: 415-286-2515	F: 415-349-1598
GamePro	Sales	Account Manager	San Mateo, CA	C. Lee	P: 415-286-2583	F: 415-349-5279
GamePro	Sales	Sales Coordinator	San Mateo, CA	C. Lee	P: 415-286-2583	F: 415-349-5279
ICE	Sales	National Account Manager	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDC	Edit	Copy Editor	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Intern	Intern, Worldwide Markets	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Intern, Printers Program	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Manager, Semiconductor Research	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Mobil Technologies Research Analyst	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Rsch Analyst, Computer Networking Architecture	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Rsch Mgr, System Manager Software Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Latin America	Mt. View, CA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Midrange Servers	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Analyst, Application Development Tools	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr. Analyst, International Group	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Sr. Analyst, PC Channels	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Analyst, S3 Channels	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Research Analyst, Tape Storage	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Sales	Manager of Business Development, Latin America	Coral Gables, FL	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Sales	Sales Manager, Strategic Accounts	TBD	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Database Administrator	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC Gov't	Rsch	Research Analyst, Goverment-Public Sector	Falls Church, VA	A. Port	P: 508-935-4137	F: 508-935-4610
DC/LINK	Rsch	Prog Mgr, Consumer Computing&Education Mkts	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC/LINK	Rsch	Sr. Analyst, Small Business/Home Office	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDG	Admin	Part-Time Receptionist	Irvine, CA	J. Stevens	P: 714-442-4032	F: 714-250-4881
IDG	Admin	Temporary Positions	Framingham, MA	C. Curnyn	P: 508-935-4721	F: 508-935-4600
IDG	Finance	Part-Time Dealer Sales Assistant	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Finance	Senior Tax Accountant	Framingham, MA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
IDG	HR	HR Information Systems Administrator	Framingham, MA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
IDG	Intern	Part-Time IS Intern	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Misc.	Part-time Tearsheeter	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG Central Services	Finance	Accounting Coordinator	San Francisco, CA	M. Reyes	P: 415-978-3364	F: 415-543-3984
IDG Global Comm.	Admin	Administrative Assistant, Temporary	San Mateo, CA	D. Garza	P: 415-524-5701	F: 415-524-5730
IDG Global Comm.	Systems	Applications Developer	San Mateo, CA	J. DeBalko	P: 415-524-5705	F:
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IDG/B	Admin	Mailroom Coordinator	Foster City, CA	S. Klippel	P: 415-655-3230	F: 415-655-3206
IDG/B	Admin	Temporary Employees	Foster City, CA	A. Patton	P: 415-655-3230	F: 415-655-3206
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IDG/B	Art/Design	Graphics Production Specialist	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Acquisitions Editor, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Copy Editor	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Copy Writer, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Development Editor, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Editorial Manager, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Internet Production Assistant	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Technical Editor - Dummies Technology Press	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
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IDG/B	Finance	Accounts Payable Assistant	Foster City, CA	S. Klippel	P: 415-655-3230	F: 415-655-3206
IDG/B	Finance	Director, Financial Analysis and Planning	Foster City, CA	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Finance	Financial Analyst, Sales and Marketing	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Finance	Financial Reporting Coordinator	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Intern	IS Intern	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Mktg	Publicist, Dummies Group	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Mktg.	Designer	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Operations	Director, Voice/Data Communication	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
DG/B	Operations	Office Services Supervisor	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	PR	Tech Publicity Coordinator	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Prod	Production Quality Control Specialist	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Sales	Author Events Specialist	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Sales	Corporate Key Account Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Educational Account Manager	CA IL NY GA	P. Levenduski	P: 415-655-3015	F: 415-655-3206

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BU	Category	Title	Location	Contact	Phone	Fax
IDG/B	Sales	Field Sales Representative	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Part-Time Merchandiser (3)	San Francisco, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Sales Associate, Emerging Markets PT [4]	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Sales Support Associate	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Systems	IS Manager	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Systems	Operations Training Coordinator	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/CSG	Edit	Editor-in-Chief	EC or WC	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IDG/CSG	Exec	Publisher/Product Champion	TBD	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IDG/LA	Art/Design	Art Assistant	Miami, FL	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG/LA	Edit	Editorial Assistant	Miami, FL	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG/WE	Exec	President/CEO	Boston, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG/WE	Sales	Account Executive	Framingham, MA	C. Evans	P: 508-935-4713	F: 508-424-4920
IFTW	Circ	Distribution Specialist	San Mateo, CA	F. Fox	P:	F: 415-349-5279
IFTW	Systems	Help Desk Specialist	San Mateo, CA	N. Durlester	P: 415-286-2511	F: 415-349-5279
IFW	Edit	Copy Editor	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Operations	Ad Coordinator	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Prod	Mac Pre-Press Operator	San Mateo, CA	L. Brault	P: 415-312-0669	F: 415-312-0668
IFW	Sales	InfoMarket Account Manager	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	InfoMarket Account Manager (2)	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Inside Sales Representative	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Sales Administration Manager	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IMS	Admin	Sales Assistant	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Mgr	Business Analyst	San Francisco, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
IMS	Mktg	Sales Support Specialist	San Francisco, CA	J. McGill	P: 415-676-3028	F: 415-705-6421
IMS	Rsch	International Research Analyst-P/T (20 hrs)	San Francisco, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
IMS	Sales	Director, National Accounts	San Francisco, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
IMS	Sales	National Accounts Analyst	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Systems	HTML Programmer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Systems	Manager of Information Systems	San Francisco, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
IMS	Systems	Web Designer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS/Online	Ad Sales	General Mgr, Global Web Advertising Network	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
MAC	Ad Sales	Ad Sales Administrative Assistant	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
MAC	Edit	Associate Editor (Reviews)	San Francisco, CA	C. Person	P: 415-978-3345	F: 415-442-0766
MAC	Edit	Associate/Sr. Associate Editor (Features)	San Francisco, CA	G. Gruman	P: 415-978-3176	F: 415-442-0766
MAC/PCW	Admin	Receptionist	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
NW	Edit	Freelance Copy Editors	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Managing Editor, Features	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Senior Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	District Sales Manager	Santa Clara, CA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	Office Manager/Sales Assistant	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Systems	Network Manager	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
PC Advisor	Edit	Editor-in-Chief	London, England	K. Gould	P: 44-171-831-3191	F:
PC Games	Edit	Copy Editor	San Mateo, CA	C. Cohen	P:	F: 415-349-5279
PC Games	Edit	Managing Editor	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
PC Games	Mktg	Director of Marketing	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
PC Games	Sales	Regional Manager	San Mateo, CA	J. Knapp	P: 415-286-2502	F: 415-349-8532
PCW	Ad Sales	Account Representative	Rochelle Park, NJ	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Edit	Copy Chief	San Francisco, CA	L. Camus	P: 415-267-1793	F: 415-442-1891
PCW	Edit	Copy Editor	San Francisco, CA	M. Miyashiro	P: 415-978-3228	F: 415-442-1891
PCW	Edit	Sr. Associate Editor	San Francisco, CA	C. Thorton	P: 415-974-7475	F: 415-442-1891
PCW	Edit	Sr. Editor, News	San Francisco, CA	C. Piller	P: 415-978-3117	F: 415-442-1891
PCW	Mktg.	Public Relations Associate	San Francisco, CA	S. Wong	P: 415-978-3181	F: 415-442-1891
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PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Systems	Mgr. Benchmark Dvlpm'nt/Int'l Benchmark Liaison	San Francisco, CA	J. Milenbach	P: 415-267-1790	F: 415-546-1673
PCW - Hong Kong	Edit	Editor	Hong Kong	M. de Almeida	P: 011-852-2861-3238	F: 011-852-2861-0953
PCW/Online	Art/Design	Manager of Online Design	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
PCW/Online	Sales	Inside Sales Representative (2)	San Francisco, CA	S. Shore	P: 415-602-2607	F: 415-442-1891
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PCW/WEB Magazin	Operations	Manager Business Development	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Rsch	Research Manager	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Sales	Account Manager	San Francisco, CA	S. Laughlin	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magazin	Sales	Eastern Account Manager	Newark, NJ	S. Brown	P: 508-935-4099	F: 508-935-4600
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Publish	Edit	Assistant Editor	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
Publish	Sales	Account Manager	MA or NJ	S. Brown	P: 508-935-4099	F: 508-935-4600
TempWorld	Admin	Executive Administrative Assistant, Temporary	Boston, MA	M. Maynard	P: 508-935-4777	F: 508-935-4600
Web Shopper	Admin	Administrative Assistant	San Francisco, CA	D. Ezequelle	P: 415-267-4560	F: 415-975-2631
Web Shopper	Edit	Technical Content Editor	San Francisco, CA	A. Eisner	P: 415-974-7436	F: 415-975-2616
Web Shopper	On-Line	Online Producer	San Francisco, CA	L. Slimon	P: 415-978-3162	F: 415-442-1891
Web Shopper	Systems	Manager, Product Development	San Francisco, CA	D. Ezequelle	P: 415-267-4560	F: 415-975-2631

GOBAL SUMMIT

continued from page 1

event IDG connects them annually, and by creating this online community we can keep them connected to each other and their global counterparts year-round." In addition to fostering communication among summit attendees around the world, the Web site will offer IDG Marketing Services another important avenue for keeping in touch with these key clients throughout the year.

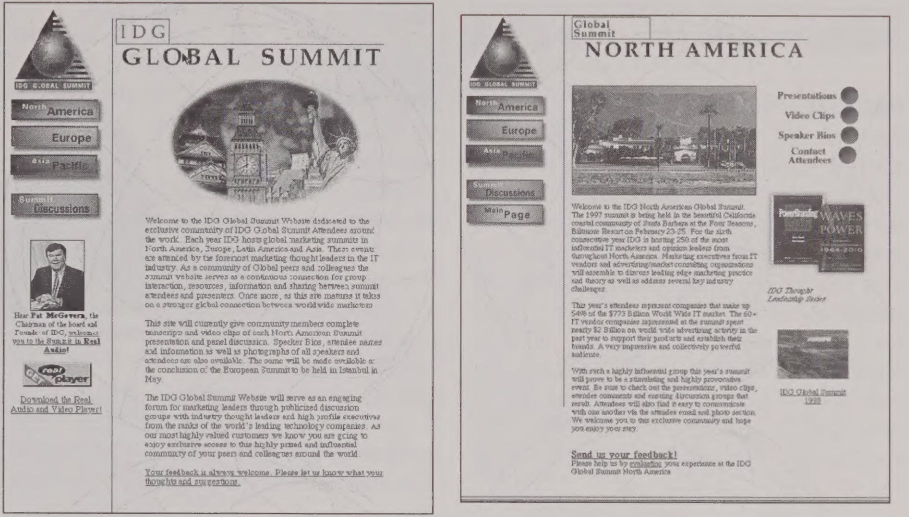
The password-protected site includes a complete list of attendees with photos and e-mail links, audio and video clips from the various presentations, and follow-up interviews with selected speakers. The site will include similar information from each of three annual IDG Global Summits — North America, Europe and Asia. This year's European Summit will take place May 11-14 in Istanbul and the Asian Summit is slated for Oct. 13-15 in Singapore.

Among the highlights of this year's Global Summit, which was held Feb. 23-25 in Santa Barbara, Calif., were presentations by Microsoft COO Robert Herbold, who spoke on Brand Management Across Changing Audiences; a discussion lead by IDC Senior Vice President **John Gantz** which featured the recent Buying IT in the '90s focus groups conducted by IDC; "The Tradeoffs — And Payoff — of Global Creative, a panel discussion led by IMS Managing Director/International **Frank Cutitta**; an examination of the challenges of developing a global advertising campaign by Steve Trygg and Hans Ullmark of Anderson & Lembke; and a closing presentation from IDG Vice President of Technology **Bob Metcalfe**, which included his predictions for the information age through the first half of the 21st century.

Attendees were also treated to an entertaining presentation by Dilbert creator Scott Adams, who spoke about his journey from corporate America to cartoon syndication.

The Global Summit, IDG's most visible and largest invitation-only customer event, is designed to position IDG as the world's leading authority on global IT marketing issues, drawing on the expertise within IDG as well as the company's ability to attract various industry experts. According to attendee Jill Kramer, Worldwide Marketing Manager for Hewlett-Packard, "This conference provides excellent opportunities to network with peers and hear about what the industry-leading IT marketers are doing."

For more information on the North American Global Summit contact Jennifer Rizzo of IDG Marketing Services at jennifer_rizzo@idg.com.



IDG
GLOBAL SUMMIT

Welcome to the IDG Global Summit Website dedicated to the exclusive community of IDG Global Summit Attendees around the world. Each year IDG hosts global marketing summits in North America, Europe, Latin America and Asia. These events are attended by the foremost marketing thought leaders in the IT industry. As a community of Global peers and colleagues the summit website serves as a continuous connection for group interaction, resources, information and sharing between summit attendees and presenters. Once more, as this site matures it takes on a stronger global connection between worldwide marketers

This site will currently give community members complete transcripts and video clips of each North American Summit presentation and panel discussion. Speaker Bios, attendee names and information as well as photographs of all speakers and attendees are also available. The same will be made available at the conclusion of the European Summit to be held in Istanbul in May.

The IDG Global Summit Website will serve as an engaging forum for marketing leaders through publicized discussion groups with industry thought leaders and high profile executives from the ranks of the world's leading technology companies. As our most highly valued customers we know you are going to enjoy exclusive access to this highly prized and influential community of your peers and colleagues around the world.

Your feedback is always welcome. Please let us know what your thoughts and suggestions.

Hear **Pat McGovern**, the Chairman of the board and Founder of IDG, welcomes you to the Summit in **Real Audio!**

Download the Real Audio and Video Player!

Global Summit
NORTH AMERICA

Welcome to the IDG North American Global Summit. The 1997 summit is being held in the beautiful California coastal community of Santa Barbara at the Four Seasons, Biltmore Resort on February 23-25. For the sixth consecutive year IDG is hosting 250 of the most influential IT marketers and opinion leaders from throughout North America. Marketing executives from IT vendors and advertising/market consulting organizations will assemble to discuss leading edge marketing practice and theory as well as address several key industry challenges.

This year's attendees represent companies that make up 54% of the $773 Billion World Wide IT market. The 60+ IT vendor companies represented at the summit spent nearly $2 Billion on world wide advertising activity in the past year to support their products and establish their brands. A very impressive and collectively powerful audience.

With such a highly influential group this year's summit will prove to be a stimulating and highly provocative event. Be sure to check out the presentations, video clips, attendee comments and ensuing discussion groups that result. Attendees will also find it easy to communicate with one another via the attendee email and photo section. We welcome you to this exclusive community and hope you enjoy your stay.

IDG Thought Leadership Series

IDG Global Summit 1996

Send us your feedback!
Please help us by evaluating your experience at the IDG Global Summit North America

IDG UNVEILED THE NEW GLOBAL SUMMIT WEB SITE AT THE EVENT IN SANTA BARBARA, *Calif., last month. The site is intended to help extend the opportunities for networking and promote a sense of community among summit attendees throughout the year. Attendees at last month's North American Global Summit can visit the Web site to access a complete list of their fellow attendees as well as audio and video clips from various presentations. Similar information will be available for the European and Asian summits.*

WORLDWIDE MANAGERS MEETING UPDATE

IDG's Worldwide Managers Meeting will be held earlier than usual this year: Sept. 24-27 in Barcelona.

For more information, contact Marion Kibbee, VP/Corporate Services, at marion_kibbee@idg.com

IDG World Update Online: Now in Version 2.0

As of today, *IDG World Update Online* has been redesigned with a cleaner look and easier navigation. There are more color graphics as well as an eye-catching cover page with a convenient table of contents at the margin. Readers will still be able to search past issues dating back to August 1996.

The online version has all the content of the printed *World Update* as well as a new "Marketplace" section. U.S. readers will recognize the classified ad section, which will now be a permanent fixture of the online version and updated as frequently as ads are submitted. Marketplace will be continually expanded to include such items as vacation home rentals/exchanges outside the U.S., pen pal requests from children of employees and other classified ads from employees worldwide. More online-exclusive content will appear with increasing frequency.

Check out *IDG World Update Online* on IDG Central via Lotus Notes or on the Web (http://idgcentral.com). Send a request for a login and password to IDG Global Communications at globalcomm@idg.com.

NOTEWORTHY

PROMOTIONS

Joe Loiselle has been promoted to senior analyst at IDC. "Joe has gained much market expertise and responsibility in his three years as an analyst with the program, and an additional year and a half as a consultant," said **Brian Clarke**, director of the PC Pricing Service. "He is also very strong on customer service having been complimented by many clients for his knowledge and responsiveness. On the business development side, Joe has doubled the program's consulting revenue in the past year."

Computerworld's **Laurie Gomes**, previously account executive, Marketplace, has been promoted to senior account executive, Midwest territory. "Laurie's promotion to the *Computerworld* ROP staff recognizes her initiative, drive and desire to win," said Senior District Sales Manager **Sharon O'Brien**.

NEW EMPLOYEES

JOHNSTON

Margret "Gretel" Johnston joins the IDG News Service in Germany as the Munich correspondent. Gretel was previously the news editor for Radio Free Europe. She is a graduate of Ohio State University's school of journalism and enjoys playing tennis and participating in a women's chorus.

Alan Farias has joined IDC as a senior primary research analyst returning to IDG after a brief four-month employment with Ziff-Davis. Before that, the nine-year IDG veteran worked as the research manager in *Computerworld*'s Information Management division. Alan enjoys raising his son and agonizing over the Red Sox.

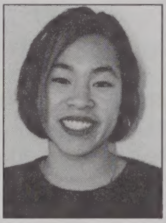
Cheryl Allen joins PC World Online as a marketing coordinator. She was previously a marketing assistant with Waite Group Press. Cheryl has a B.A. in advertising from Pepperdine University.

SHEEHAN

IDG Books Worldwide in Foster City, Calif., welcomes three new employees. **Bonnie Sheehan** has started as an account coordinator. She previously worked as a sales support coordinator at Addison-Wesley Longman Publishing. Outside the office, Bonnie likes to go antique shopping with her future mother-in-law and dancing with friends. She also collects old magazines, newspapers and books.

MCGOWAN

Linda Marousek-McGowan joins IDG Books as a production assistant. Linda previously worked at G&H Printing Co. She has a B.A. in English literature from the University of California at Santa Barbara. Linda's hobbies outside the office include music, literature, picture framing and softball.



NG

Annie Ng is a human resources representative. Before joining IDG Books, Annie worked as the office coordinator for Stansbury Staffing Consultants. She is currently attending California State University at Hay-ward pursuing a degree in business administration. Outside the office, Annie enjoys shopping, snowboarding and spending time with friends.

Stacy Greimel has joined CIO Communications as a sales assistant in New Jersey. Stacy previously worked at Vernon Valley Recreation Association where she was responsible for office management. She has a B.A. in communication studies from Montclair State University. Stacy enjoys outdoor activities and going to the theater.

Carrie Nash has started with the *PC Home* sales team at IDG Media in the U.K. as an account executive. She previously held various sales positions for publications in the leisure/travel sector. Her main responsibility is to increase and develop *PC Homes* Internet advertising base. Carrie's hobbies include swimming, cycling and driving her classic British sports car.

IDC has hired two new employees. **Jody Beaulac** joins the Framingham, Mass., office as an interactive products software engineer. He was previously a technical marketing specialist at Sybase, Inc. Jody is fully certified by Clark University in client/server development and enjoys music, baseball and new technologies.

David Oh joins IDC Mountain View as the director of business development for worldwide Korean accounts. David was previously the regional director of Asia/Pacific at Dataquest. He attended Sogang University in Seoul, Korea, and received an M.B.A. in marketing management. He also has a B.S. in electronic engineering from Soong Shil University, also in Seoul. Outside the office, David enjoys reading, books and golf.

TRANSFERS

David Harpe has transferred to *PC World*'s online division from IDG Newsletter Corp. He was previously the director of TipWorld technical operations and will continue to develop and maintain TipWorld's Internet presence in his new position at *PC World*. David has a B.S. from the University of Louisville and enjoys photography and creative writing.

Previously sales support manager at IDG Marketing Services, **Renee Capri** has transferred to *The Web Magazine* as the marketing communications manager. Renee has a B.A. in business administration and a B.A. psychology from Rice University. Outside the office, she enjoys hiking, reading and tennis.

WHO'S NEW?

Any IDG business unit worldwide is welcome to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Ursula Sauter - IDG Germany

SIXTEEN YEARS
Helga da Gregori - IDG Germany

FOURTEEN YEARS
Juan Manuel Sáez - IDG Spain

THIRTEEN YEARS
Carlos Alberto Pereira - IDG Brazil
Leila Cristina Capitucino - IDG Brazil
Richard Fachtan - IDG Germany

TWELVE YEARS
Richard Mikita - Computerworld
Joachim Herbert - IDG Germany
Dolores Hermosell - IDG Spain
Ramon Nacenta - IDG Spain

ELEVEN YEARS
Judit Fülöp - IDG Hungary
Simone Fiedler - IDG Germany

TEN YEARS
Magdalena Koch - IDG Germany

NINE YEARS
Graca Sermoud - IDG Brazil
Peter Gruber - IDG Germany

EIGHT YEARS
Kirsten Hojrup - IDG Denmark
Hiltrud Osterried - IDG Germany

SEVEN YEARS
John Kilcullen - IDG Books
Theresa Morgan - IDG Books
Lawrence Neves - GamePro
Daniel Garcia Gutierrez - IDG Mexico
Vibeke Sondergaard - IDG Denmark
Susanne Kirmaier - IDG Germany
Hans Koniges - IDG Germany
Andrea Piontek - IDG Germany
Alessandro Degli Occhi - IDG Italy

SIX YEARS
Graciela Castillo - IDC Mexico
Jose Salcido - IDC Mexico
Christoph Burkhart - IDG Germany
Reinhold Harlacher - IDG Germany
Claudia Heidutzek - IDG Germany
Ingrid Kurz - IDG Germany
Lothar Miedel - IDG Germany
Peter Leslie Townsend - IDG Germany

FIVE YEARS
Krisztina Havadi - IDG Hungary
Gábor Révész - IDG Hungary
Chitose Nii - IDC Japan
John Ferris - IDG Books

FOUR YEARS
Kathy Badertscher - PC World
Stefani DiMauro - IDG Books
Vincent Burns - IDG Books
Mary Corder - IDG Books
Zena Savage - Computerworld
John Fisher - GamePro
Chris Strodder - GamePro
Andrea Weinholz - IDG Germany

THREE YEARS
Attila Schopp - IDG Hungary
Jens Nielsen - IDG Denmark
Andrew Cummings - IDG Books
Nazan Wolfe - IDG Books
Ginny Tolan - IDG Books
William Barton - IDG Books
Kristina Pappas - IDG Books

TWO YEARS
Heather Albright - IDG Books
John Osborn - IDG Books
Cathy Mankovitch - IDG Books
Shannon Ross - IDG Books
Kathryn Brooker - IDG Books
Jamie Klobuchar - IDG Books
Nina Zinn - IDG Books
Sarah Kennedy - IDG Books
Patrick De La Cruz - IDG Books
Tracy Brown - IDG Books
Blane Ashby - IDG Books
Diana Woodworth - IDG Books
Kimberly Northrip - IDG Books
Sheila Tan - IDG Singapore
Patricia Carberry-Harris - Macworld
Carla Catalano - Computerworld
Jennifer Elliott - Computerworld
Andrea Sziebig - IDG Hungary
Paul Shalet - IMS/EMEA
Orie Kawamura - IDG Japan
Manabu Wada - IDG Japan
Madeleine Bonk - IDG Germany
Sebastian Hirsch - IDG Germany
Christian Meyer - IDG Germany
Victoria Quinn-Harkin - IDG U.K.

ONE YEAR
Mick Arellano - IDG Books
John Ball - IDG Books
Amy Richarme - IDG Books
Chandrama Yem - IDG Books
Ritchie Durdin - IDG Books
Renee Dunn - IDG Books
Jill Reinemann - IDG Books
Kevin Cubillas - IDG Books
Patricia Page - IDG Books
Mary German - IDG Books
Darlene Wong - IDG Books
Lou Peragallo - IDG Books
Mary Goodwin - IDG Books
Joyce Pepple - IDG Books
Holmes Mengle - IDG Books
Liane Shayer - IDG Books
Kek Li Peng - IDG Singapore
Takino Toshikazu - IDG Japan
Petra Rammelsberger - IDG Germany
Ingrid Schutzmann - IDG Germany
Sahr Ermaco Jonhnny - IDG Hong Kong

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Contact the editors by telephone (617-423-9030) fax (617-423-0712) or world_update@idg.com. Or, address correspondence to: *IDG World Update*, 31 Milk Street, Suite 210, Boston, MA 02109, USA.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Shane Rau will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0: The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pens.

HONORABLE MENTIONS

Little known great moments in history #745: In 1928, Dr. James Wilson integrates Cyberdog and Cyberfish into Bob's eth-hair-net.

- Eos de Feminis
Macworld

As project deadlines loom, desperate AI engineers attempt to put the "fish" into artificial.

- Peter Kane
IDG New Zealand

Do you think Darryl realizes that the last device in a SCSI chain must be terminated?

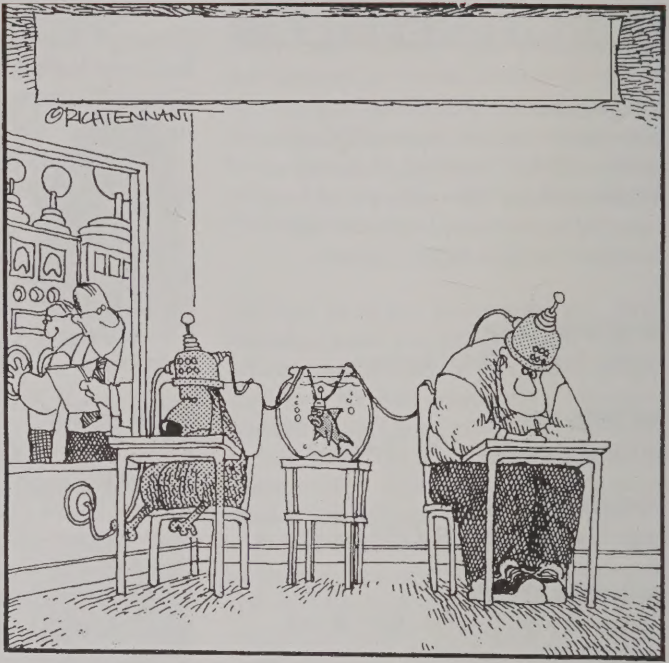
- Maridee Ennis
IDG Books Worldwide

Louie began to realize he hadn't read the fine print of his cloning contract.

- Rob Springer
IDG Books Worldwide

The new networking technology, though widely applauded for its speed and flexibility, foundered on the fish, which smelled unappetizing and occasionally passed out during periods of congestion.

- Neville Clarkson
Australian PC World



In time, Bob came to wonder if he could be the bottleneck on the interspecies local-area network.

- Shane Rau
PC World

Rich Tennant's original caption:

Andy soon began to think he shouldn't have opted for the cut-rate Internet hookup after all.

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 14

April 7, 1997

EVENT TRAVEL SERVICES GETS PRAISE FROM CUSTOMERS OF RECENT IDG EVENTS
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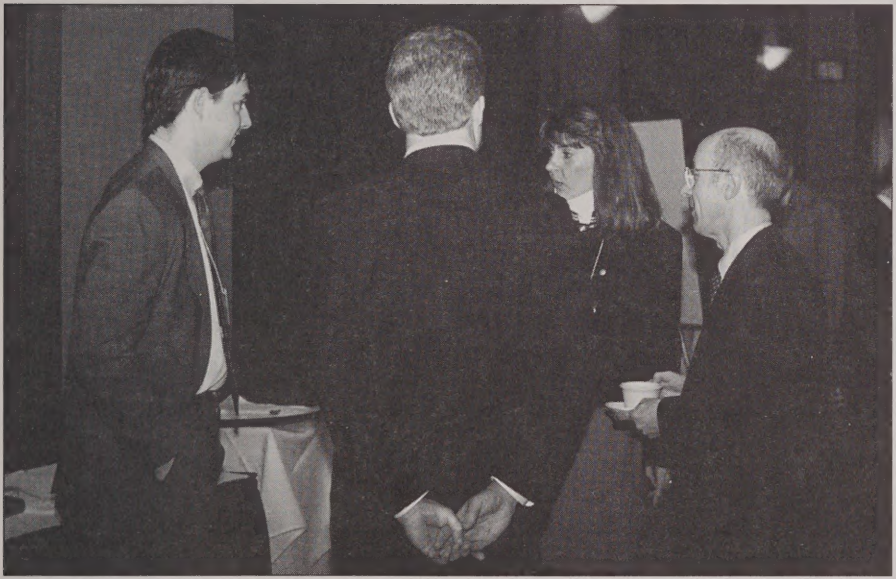
ONLINE: PART TWO OF IDG NEWS SERVICE'S ROB GARRETSON'S COLUMN
PAGE 3

CHECK OUT SOME OF THE UPCOMING IDG EVENTS IN OUR CALENDAR
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDC Releases IDCNet, Redesigned Web Presence



MIKE OLFE (RIGHT) DEMONSTRATES IDCNET TO A CUSTOMER AT IDC DIRECTIONS '97, *while IDC Web Editor* ***Chris Whelan*** *and IDC VP Marketing* ***MaryAnne Sinville*** *look on.*

With last month's launch of IDCNet, IDC customers now have 24-hour access to the most up-to-date IT market intelligence available anywhere. The eagerly awaited Internet service is available to all IDC Continuous Information Service clients at no fee (if the client renewed in 1997) or a small prorated fee (if the client renewed in 1996). IDCNet represents a major strategic initiative for the company and the culmination of 11 months of intensive effort by IDC's Internet Products and Services group.

"IDC's customers are increasingly 'living on Internet time' — product cycles are short, markets are worldwide, competition is intense, and the time value of IDC intelligence rises dramatically as a result," noted **Michael Olfe**, IDC's Director of Internet Products and Services. "The lead time on paper delivery of this information can be long, and CD-ROM, while an improvement, is still subject to the physical shipment and updating

• CONTINUED PAGE 4 •

IDC Kicks Off 32nd Annual Directions Briefing Session

IDC'S JOHN GANTZ DISCUSSES THE *outlook for new Internet technologies at last month's briefing session.*

IDG's longest running annual customer event — IDC's Directions — kicked off its 32nd year last month with briefing sessions held in Boston and San Francisco. The two sessions, held March 11 on the East Coast and March 19 on the West Coast, attracted close to 1,700 well-pleased attendees and broke records for both attendance and overall conference evaluations.

IDC's Directions briefing session series is the company's annual review and forecast of the worldwide information

• CONTINUED PAGE 5 •

Event Travel Services Gets Rave Reviews

Travel-related bookings for Macworld Expo/San Francisco and ComNet yield positive results

Microsoft called the company "very flexible and a tremendous help." Nortel said it was "an indispensible asset." GCC Technologies noted, "It's great to have a travel service that is so organized." These were just some of the satisfied customer comments Event Travel Services received after making arrangements for Macworld Expo/San Francisco and ComNet/Washington exhibitors and attendees earlier this year.

Acquired by IDG in January 1996, Event Travel Services (ETS) is based in Dedham, Mass., with a staff of 20 employees. As the official travel agency for Macworld Expo/Boston, Internet Commerce Expo and Electronic Entertainment Expo (in addition to the two shows mentioned above), ETS offers special low negotiated rates at participating show hotels, major airlines and car rental agencies.

ETS' goal is to enable clients — who may be individuals or groups of up to 500 or more — to have worry-free travel arrangements so they can concentrate on pressing trade show business.

BRING THE WASH DOWN

In addition to favorable customer comments, ETS measures its success based on several objective results. One is how successful it is at making sure that hotel rooms that are booked by clients who don't show up are filled by other individuals. For hotels that set aside large blocks of rooms for conventions, a typical "wash" rate (i.e., previously booked rooms that go empty) is 30%.

For ComNet, ETS was able to "bring the wash down" from 39% in 1996 to 18% in 1997. For this year's Macworld Expo/San Francisco, ETS' first involvement with the show, it brought the wash down to 13%; the previous vendor had a wash of 29% in 1996.

Alicia Moran, ETS' vice president of sales and marketing, attributed the low wash rates to the way ETS manages its business. "Because we can access the hotels' reservation system online, we can make quick decisions about what rooms are available and direct the business to the appropriate hotel. If someone cancels a large block of rooms, we can resell those rooms immediately to other exhibitors and attendees who need accommodations."

Rebooking hotel arrangements for a large number of exhibitors is another indicator of ETS' success. MHA Event Management, manager of ComNet and Macworld Expo, sets up rebooking sessions during the shows for exhibitors to come in and sign up for exhibit space at next year's events. Moran, who noted that MHA and ETS have a highly cooperative relationship, said the plan to have ETS participate in those sessions this year worked very well. ETS set up its own rebooking sessions at the same time, so exhibitors could conveniently take care of their 1998 hotel stays.

Since many exhibitors have had long histories with the show, it is relatively easy for them to anticipate how many rooms they'll need and for how many nights; arrangements can always be fine-tuned when the show date approaches.

ETS rebooked 80% of exhibitors onsite for Macworld Expo/San Francisco and 75% of exhibitors for ComNet.

Moran said having staff onsite not only helps the rebooking process (money and staff time is saved by not having to track down exhibitors later in the year via phone or mail) but also gives ETS valuable customer contact. By talking with ComNet clients, for example, ETS found that many attendees preferred to stay in hotels in suburban Arlington, Va., and take the subway into Washington, D.C., for the show. ETS staff members promptly visited Arlington hotels they weren't currently doing business with and made arrangements to book blocks of rooms for ComNet 1998.

On ETS' post-event surveys this year, 97% of ComNet exhibitors and 93% of Macworld Expo exhibitors rated their overall experience with ETS as good or excellent.

In addition to its IDG work, ETS also makes travel arrangements for outside events such as Adtech and the Association for Interactive Media. The company is also building its base of corporate accounts, providing travel-related services to firms such as Amulet and Psion.

ETS welcomes the opportunity to work on events sponsored by other IDG business units. For more information, contact Alicia Moran at tel: 617-361-9428 or e-mail: aliciam@event-travel.com.

Note: IDG employees who travel on business should continue to book their travel arrangements through IDG's Corporate Travel Department. (facilitated by American Express) in order to take advantage of IDG's corporate discounts. Contact Corporate Travel at 508-820-8686 (East Coast) and 415-267-1740 (West Coast).

IDG BOOKS AUTHORS PROVIDE COMMENTARY ON INTERNET IMPLICATIONS OF CULT TRAGEDY

Following last month's discovery of a mass suicide in San Diego of a cult with strong Internet connections, the media has been anxious to find experts who can provide background, insight and clarity into this tragedy. Two IDG Books authors who have been featured prominently on TV, radio and in print offer expertise and responsible perspective.

Mark Kellner (*God on the Internet*) has discussed the popularity, risks and potential of religious life on the Internet. Pam Dixon (*Take Charge Computing for Teens and Parents*) has discussed how parents can protect their children online.

ON LINE

ROB GARRETSON

The editor-in-chief of the IDG News Service is this week's columnist. Part 1 of his column appeared last week.

Q I see more and more stories from the IDG News Service posted on various IDG Web sites (InfoWorld Electric, @Computerworld, etc.). Aren't we in effect giving away to our competitors a highly proprietary editorial resource by posting this material on the Web rather than saving it for the print publications?

A The short answer is that we believe we're striking an appropriate balance between the goal of fostering IDG's burgeoning yet still adolescent online publishing efforts and the paramount need to preserve the value of our resources to our core constituency — the print publications. Since more than 125 of IDG's publishing units now have Web sites and many are aggressively developing online publishing products in cooperation with their print efforts, we are seeing less of the traditional tension between the print and online publications. And though it's certainly true that more of the original News Service coverage is being posted on the Web and thus visible to our competitors, IDG editors still have access to the content first, they have access to information on our stories in progress (through our hourly news "budget" published on the internal Web site) they have full rights to reprint and/or localize the material (which our competitors don't, legally) and most importantly they have the ability to influence our coverage by working with our regional news desks in Boston, Paris and Hong Kong and can even commission custom reporting that can be delivered to them exclusively.

We have for more than a year offered print editors the ability to request that individual stories be embargoed from the Web until their publication date — via a button in each story labeled "To Embargo From Online Services" — but I don't recall the privilege being invoked since we first instituted that policy.

Can publications use any of the photos and graphics you post on the Web or can only members of a global product line use artwork from that product line (i.e., *Computerworld* graphics restricted to *Computerworld* editions)?

Though the use of the artwork posted in the IDG News Service Image Bank (available from a link on the News Service home page at http://www.idgns.com) is not limited by product line, per se, use of images is more restricted that the use of News Service text, which can be used in almost any manner the editors of our constituent publications see fit. Artwork is often subject to more complicated licensing and rights issues than our copyrighted text. And one of the reasons that our Image Bank hasn't been officially "launched" is that we are still formulating the policies that will define proper usage for the different types and sources of images that we post or would like to post in the future. Currently we're only posting to the Image Bank: vendor-supplied photos, staff-generated infographics and digital photos taken by News Service correspondents, all of which IDG owns or has been granted rights to publish globally. Generally, these images can be used in any IDG publication in any way that's consistent with local standards and practices. Use of artwork commissioned from freelance artists and photographers requires broader rights than are often purchased by our publications, and I understand that some of the artwork that we do own must be used in a context (size and placement with the original article) similar to its original publication, by agreement with the artist. Once we sort out these complex issues, we hope to start posting a broader range of artwork and include specific usage statements in each document in the Image Bank detailing the proper and legal use of each image.

How secure is the IDG News Service Web site? Password protection is not exactly hacker-proof, and even if competitors are spending their time hacking our system, IDG employees occasionally do leave the company and wind up at competitors. What steps are you taking to make sure the resources like these are really exclusive to IDG?

Our Web site is as secure as Internet technology and a moderate level of user convenience will allow. Until better standards for user authentication are developed and widely implemented in Web software, we're limited to our current password protection mechanism to prevent unauthorized access to our private Web site. We recognize, however, that greater security is vital. So in addition to implementing a user authentication scheme that requires both a valid password and a software "key" to access our system as soon as the technology is available, we'll also be implementing a system of password expiration and regeneration to limit our vulnerability to passwords falling into the wrong hands. This will create a significant management task for the News Service and possibly some mild inconvenience for our users who will have to remember a new password every three to six months (your user name will always remain the same), but we think the added security will be well worth the extra effort.

And we certainly won't stop at these measures. We will continue to look for new and better methods for keeping our valuable editorial resources proprietary and exclusive to IDG. And in the interim, there are a few steps that we ask you to take to help us keep News Service resources secure. Please request individual passwords for each employee who needs access to the News Service. Do not share a single user name and password among an entire business unit, a department or even a small workgroup. Another step business units can take is to promptly alert the News Service when employees who have a logon and password leave the company, so we can immediately cancel that user's account. Please send requests for new passwords or password deletions to our production and design editor, Scott Magoon (scott_magoon@idg.com).

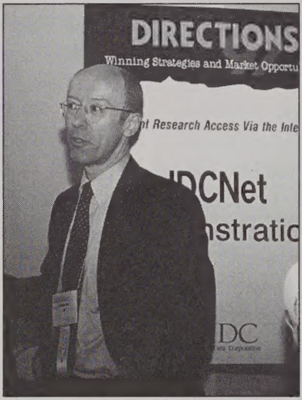
IDCNET

continued from page 1

limitations inherent in any physical medium,” Olfe said.

In addition to dramatically reducing information delivery time, IDCNet was designed to address several other important customer requirements. The service offers powerful search capabilities, automatic notification of new research, usage reporting, extensive hyperlinking and a host of other value-added features.

According to Olfe, IDCNet’s incorporation of “automatic notification” or “push” is key to its usefulness to customers. “With IDCNet, you don’t have to ever check on what’s new from IDC on, for example, ‘size of the market for Java tools on Unix workstations.’ Just tell the system that’s a topic of interest and, within minutes of it being available, you’ll receive e-mail containing the abstracts of any new research on that topic. You can then access the full text and graphics of the document if you wish. Since we use e-mail as a ‘push’ mechanism, it works with all customer systems and we have none of the compatibility issues that exist with some other ‘push’ technologies.”


DIRECTIONS
Winning Strategies and Market Opportu
t Research Access Via the Inte
DCNet
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DC

IDC’S MIKE OLFE STANDS *at the IDCNet demo at IDC’s Directions ’97 event in Boston.*

Another key attribute of IDCNet is its richly hyperlinked documents. A click on the author’s name gives a list of all other IDC research authored by that person. A click on a company mentioned in the document lists all other IDC documents mentioning that company. Other live, clickable hyperlinks are: document cross-references, references to other IDC research, references to company Web sites, and topics discussed.

IDCNet also allows those who are not IDC customers or who do not subscribe to a service to order research online, in real time, with a credit card. “We have a fully secure, automated electronic commerce site — anyone can purchase, and get access to, any IDC document within two minutes with a valid credit card. It’s a great boon for people in Tokyo, for instance, who need research at 4 a.m. our time [Framingham, Mass.],” Olfe said.

> *“To date, more than 200 client companies are using IDCNet, and feedback has been great. Typically, it starts with a few researchers inside the company. After they tell their colleagues how great it is, usage starts to snowball. In one case we went from three to 300 users in a particular company in the space of nine days.”*
>
> ***Mike Olfe***

IDCNet includes personalized usage reports. “Imagine you are working under a deadline to produce a business plan for a new network computer. You remember, sometime weeks before, seeing some IDC research that mentioned critical market share numbers that you need for your plan. But you don’t remember the document, the title, or anything that would help you find this document. Of course, you could always do a keyword search, but with IDCNet, you also have an online audit trail of everything you looked at, sorted by date, and always available. Just scan down the list and find what you looked at three weeks ago. In addition, this facility allows internal organizations that provide research to other parts of the company to provide an “audit trail” at budget time,” Olfe said.

The site contains full text, graphics, and tables of IDC research dating from January 1996, including all U.S. and European Expertise Center content, and all forms of research (reports, bulletins, newsletters, IDCFlashes). Later this year regional research from Asia/Pacific and Latin American will be added.

IDC WEBMASTER SCOTT ***Williams*** *was the technical lead on implementing IDCNet and built the system infrastructure for all IDC’s WWW presence.*

To date, more than 200 IDC client companies are using IDCNet, and feedback has been great, Olfe said. “Typically, it starts with a few researchers inside the company who are using IDCNet. After they tell their colleagues how great it is, usage starts to snowball. Eventually, all kinds of people in the company are using it as a part of their daily work. In one case we went from three to 300 users in a particular company, in the space of nine days, all by word of mouth.”

UPDATED WEB SITE

IDC has also released a new, updated version of its Web site at http://www.idcresearch.com. “The new site takes advantage of browser features like Java if they are available, but still works for users of older browsers,” said IDC’s Web Editor **Chris Whelan**, the site’s main developer. The new site includes the following:

- Online registration that gives any user e-mail notification of new IDC research.
- IDCNet information and login for registered users.
- IDC Navigator: an expandible/collapsible outline view of all IDC research areas.
- A new section that focuses on IDC Internet Research, including the monthly IDC Web Index, tracking Web growth.

For more information on IDCNet, visit the site at: http://www.idcresearch.com, or look at the online presentation at: http://www.idcresearch.com/idcnetppt. Mike Olfe can be reached at: molfe@idcresearch.com.

IDG

Job Opportunities

Monday, April 7, 1997

Publisher/President/IDG Weekly Internet Publication

Product champion will plan and launch a new weekly publication focusing on the burgeoning and converging industries around the Internet. Candidate will develop business plan and budget, hire staff, and launch publication on accelerated timeframe. Candidate should have 10+ years of sales and publishing experience, first hand knowledge of the key Internet players and a comprehensive understanding of the key industries comprising the nascent Internet industry. A strong track record with startup and growth opportunities preferred.
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Publisher/President/IDG Monthly Internet Publication

Product champion will plan and launch a new monthly publication focusing on the newly emerging "Web professional." Candidate will develop business plan and budget, hire staff, and launch publication on accelerated timeframe. Candidate should have 10+ years of sales and publishing experience, first-hand knowledge of the key Internet players, and a comprehensive understanding of the dynamics of a professional support publication. A strong track record with startup and growth opportunities preferred.
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

President/IDG Internet Exposition

Product champion will create business plan for developing an industry-leading Internet event, with responsibility for all aspects of designing, organizing, and executing a successful, large-scale event. Knowledge of key Internet players and relationships essential, as is proven ability to forge creative partnerships and evangelize new programs. Previous experience in expositions a plus, but not required.
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

President/Publisher/IDG Channel Publication

Product champion of the newly established Channel Services Group will be responsible for the creation and management of a series of information products oriented toward helping IT vendors build more efficient and effective channel programs. The successful candidate will have proven publishing management skills, given the first product launch for this group will be a new publication. In addition, the candidate must have experience in, or extensive knowledge of, VAR, VAD, SI and reseller market, strong sales skills, and the ability to produce and manage a business plan.
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

General Manager, IDG Web Advertising Service

Product champion will develop technology infrastructure and database systems to support an IDG-wide web advertising network. Candidate should be able to set up and maintain Netscape and NT-based web sites, be familiar with Oracle and other database systems, and have experience and/or proficiency with Unix, HTML, Perl, and Javascript. Experience working with distributed TCP/IP systems and additional programming and systems engineering experience a strong plus.
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

President/ IDG World Events

IDG is looking for a product champion to create new event activities for IDG around the world. The successful candidate will have proven sales ability to take ideas from inception to successful completion and will have knowledge of the key IT vendors, their executives and the issues that create market opportunity for "selling events" whether in large expositions, executive conferences, or web-based selling environments. Reporting to the IDG Executive Committee, the candidate will also be the champion for extending IDG's global event brands around the world and for personally negotiating and closing favorable partnership arrangements with vendors, show production companies, and other business partners.
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Public Relations Intern (CIO)
CIO is seeking a summer intern to assist the Director of Public Relations. Responsibilities will include: researching and updating mailing lists, writing editorial and business releases, biographies and other PR materials, coordinating distribution of releases and media alerts for publicity campaigns, tracking interview and appearance requests, preparing publicity project reports and filing/logging clips, database management, writing copy for online resources, various special projects and general administrative duties as needed. Candidates should have completed two (2) years of college, and be pursuing BA in journalism or communications. Ideal candidates will possess excellent communication, writing and organizational skills, and familiarity with Mac's, online search engines and research. Length of Assignment: June 3, 1997-August 29, 1997, 9:00am-5:00pm, Tuesday-Friday. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Fluegelman Intern (CW)
The individual in this 6 month internship will be responsible for secondary research to support editorial staff, daily news feeds to Editors and business and technology-related research to support ongoing editorial work. Other responsibilities will include primary data collection and management to support research staff and analysis of research data. Bachelor's degree, knowledge of basic research skills, and a strong interest in research required. Knowledge of Paradox, Freelance, internet, and on-line research services preferred. ***Location: Framingham, MA***
Contact: L. Hunt, Fax: 508-875-8931, Phone: 508-820-8204, Email: laura_hunt@cw.com

Designer (GamePro)
Responsibilities include the design and layout of editorial content for GamePro print and online products. 2+ years graphics and illustrative design experience and proficiency with four color Macintosh desktop publishing, specifically Illustrator, QuarkXPress, and Photoshop required. Ideal candidate will be self-motivated, spontaneous, organized, creative and accurate with a desire to be a part of a fast-paced, entrepreneurial team. ***Location: San Mateo, CA***
Contact: F. Mao, Fax: 415-349-5279, Phone: 415-286-2518, Email: fmao@gamepro.com

National Account Manager (ICE)
Internet Commerce Expo (ICE), the nation's fastest growing internet-focused Conference and Exposition business is seeking a highly motivated and innovative individual to handle new name account sales for exhibit and sponsorship activities. Ideal candidates will possess 3-5 years experience in trade show or related sales. Strong IT vendor knowledge and/or vendor relationships required.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Systems Specialist (IDG)
Highly motivated and customer-focused Information Systems professional needed with strong business and accounting background. Individual will handle financial systems support for West Coast clients including order entry, accounts payable, general ledger, and accounts receivable. Support to clients may be in the form of phone support, training, customizing report writer with various client service and tools. Position requires some travel. A minimum of 4-6 years experience working with client server applications and 4GL programming languages. Basic knowledge of networking and data communications a plus. Bachelors degree preferred. Candidate must possess strong communication skills, organization skills, flexibility, and the ability to work independently in a fast-paced environment. ***Location: San Francisco, CA***
Contact: K. McPhillips, Fax: 508-935-4600, Phone: 508-935-4531, Email: kristen_mcphillips@idg.com

Executive Assistant - CEO (IDG/B)
Part-time assistance to the CEO in all phases of administration and general operation oversight of the CEO's office. Will serve as a contact for several departments, subsidiaries, and miscellaneous internal/external inquiries. Maintain database for communications and track all travel accounts. Will help schedule and arrange meetings. Will create presentations and maintain files for speeches to include recent articles, facts, and figures. Also, responsible for weekly expense reports, paying personal bills, depositing checks, and submitting medical expenses. Computer literate with thorough knowledge of Word, Excel, PowerPoint, E-Mail, Act!, and Quicken. Strong accounting and finance background helpful. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Executive Assistant, DTP (IDG/B)
Will be responsible for supporting the VP and Associate Publisher's office and for coordinating meetings, organizing and distributing information and files, and managing other assistants to the Dummies management team. Will also perform research and help with special projects as they arise. Requires excellent attention to detail and communication skills, the ability to respond quickly and accurately to immediate requests, and team orientation. ***Location: Indianapolis, IN***
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: mboese@idgbooks.com

Purchasing Agent (IDG/B)
Will be responsible for issuing and coding of all purchase orders for office equipment; following purchase procedures in a cost effective and timely manner; and evaluating vendors to present recommendations. Minimum of two years experience in a purchasing position with solid knowledge of cost analysis is required. Must also possess knowledge of IBM computer systems and spreadsheet programs; strong negotiating and interpersonal communication skills; and the ability to multi-task. ***Location: Indianapolis, IN***
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: mboese@idgbooks.com

Editorial Assistant (IDG/B)
Assist the Editorial Management team in managing the flow of materials from authors to editors and production staff. Will handle scheduling, correspondence with authors, author contacts, some fact-checking, and scheduling of appointments. Assist in formatting chapters and entering author review and technological review. Will involve general administrative duties. 1-2 years office experience necessary. Must be organized, detail and results oriented, a good communicator, high energy, and possess strong computer skills (Word and Excel). ***Location: Foster City, CA***
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Reprint Editor (IDG/B)
Reads the published books of Dummies and Business/General Reference Press to coordinate and submit all reprint corrections to Production. Also performs tasks related to the publishing process, ensuring quality standards and deadlines are met. Will perform some editing at the text level. Needs to be team oriented, have a college degree in English or related field, and have extensive knowledge of PC based software. ***Location: Indianapolis, IN***
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: mboese@idgbooks.com

Recruiter, PT (IDG/B)
Exempt and non-exempt recruiting, screen candidates, and consult managers. Requires 2 years experience in high volume environment, PC skills, Excel, and MS Word, excellent communication skills. BA degree preferred. ***Location: Foster City, CA***
Contact: S. Klippel, Fax: 415-655-3206, Phone: 415-655-3230, Email: sklippel@idgbooks.com

Channel Marketing Manager (IDG/B)
Requires at least 2 years of hands on sales and/or marketing experience in one of the following market channels: education, government, corporate, international, or US. Also strong organizational and written and verbal communication skills required. Publishing or technology experience strongly preferred. ***Location: Foster City, CA***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Sales Assistant (IFW)
The person in this position will work with the Business Development Team. Responsibilities include interaction with clients via telephone, database management, and general administrative support. The environment is fast-paced, and requires superb attention to detail, excellent phone skills, strong organizational skills, and a positive attitude. The ability to work independently and under pressure is critical. College degree or equivalent. PC literacy is a must. Publishing or advertising experience desired.
Location: San Mateo, CA
Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Sales Representative - Impact Marketing (IFW)
InfoWorld has an opportunity for a highly skilled sales professional to join its Business Development/Impact Marketing Team. Responsible for prospecting and maintaining advertising space. Person in this position must develop a thorough understanding of the PC market and InfoWorld's position and value in that market, be well organized, creative, have excellent communication skills, and the ability to build strategic relationships. ***Location: San Mateo, CA***
Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Analyst (IFW)
InfoWorld seeks an experienced Analyst for its Networking team. The analysts will develop tests, test, and write reviews and comparisons of IT products and solutions. Job requires two or more years of IT experience (product testing and writing), experience with NetWare and Windows NT Server, along with Windows client systems. We also prefer Unix (integration, WANs, Internet), and programming experience. He or she must be able to meet deadlines, have good verbal/written communications skills, and be a team player. ***Location: San Mateo, CA***
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Director of Marketing (PC Games)
To create and implement marketing and promotion strategies that will optimize long-term revenue opportunities for PC Games magazines and its other ventures. You will develop and implement sales promotion programs, collateral, conceptualize and direct research projects, manage tradeshow participation and elevate the PC Games brand through a targeted, strategic PR effort. 5+ years intermediate to senior level relevant marketing/publishing experience (consumer industry preferred). Candidate must have strong oral and written communication skills, be results oriented with excellent organization skills. This position reports directly to the publisher. ***Location: San Mateo, CA***
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Managing Editor (PCW/WEB Magazine)
Formulate and maintain overall online site strategy including periodic redesigns. Enforce deadlines and assure timeliness of all online editorial content. Create and maintain a monthly schedule and tracking sheet for conversion of the monthly print magazine to the Web site. Serve as liaison and contact for online site. Oversee and track needed corrections or special requests from print editors regarding online version of print-generated copy. Must have strong editing and writing skills, knowledge of the Web and pop culture; HTML literacy, copy edit background, and daily production experience a plus. ***Location: San Francisco, CA***
Contact: S. Fox, Fax: 415-974-7316, Phone: 415-978-3210

Sr. Staff Writer (PCW/WEB Magazine)
Assist in selecting sites for daily review from listing of hundreds of submitted web sites. Write and edit daily site reviews for both online and print. Provide back-up/fill-in for weekly online events editor as needed. Assign and edit reviews for freelancers. Must have strong editing and writing skills, knowledge of the Web and pop culture; HTML literacy a plus. ***Location: San Francisco, CA***
Contact: S. Fox, Fax: 415-974-7316, Phone: 415-978-3210

Places where you can find the complete list of job opportunities across IDG:

1. *Lotus Notes - Job Opportunities Database*
2. *IDG Central: http://idgcentral.com*
3. *IDG home page: http://www.idg.com*
4. *Job Hotline: East Coast ⇨ 508-935-4406 West Coast ⇨ 415-978-3100*
5. *Monday, April 28, 1997 edition of the World Update*

IDC BRIEFING SESSION

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technology and telecommunication industries. Directions '97 will comprise 31 sessions in 28 countries worldwide.

Twenty-four of IDC's top analysts participated in last month's briefings, which examined the winning strategies and market opportunities for the rapidly changing IT marketplace, whose growth is centered on the creation of a massive, Internet-driven "wired marketplace."

Among some of the key points:

- The telephone companies (Telcos) will own the Internet. If ultimately successful, this bodes extremely well for IT vendors because the telcos will continue to be the largest buyers of IT products and services.

— **Gigi Wang**, senior vice president, Communications Industry Research

- The growth of the Internet is spawning exciting new and emerging technologies: network computers, cybercash, HTML generators, Internet Phone, Web TVs, Java applets and intranets.

— **John Gantz**, senior vice president, Personal Systems and Services Research

- The total Java-based software products market should easily exceed $1 billion by the year 2000.

— **Evan Quinn**, research director, Internet Software

- The market for Web servers, network security and Web site analysis tools are the Internet's hottest opportunities.

— **Ted Julian**, research manager, Internet

- The biggest network computer winners will be Net TV, game consoles and smart handhelds. While the ratio of PCs to NCs is 30 to 1 this year, that figure will drop to 2.85 to 1 by the year 2001.

— **Bruce Stephen**, vice president, Personal Systems Research

- After a pause in 1996, the semiconductor market is poised for recovery in 1997, the PC market will continue to be the main driver, but new opportunities will come from the advancement of semiconductor technology, and system-on-a-chip solutions are essential for success in the computing, consumer and communications markets, which are converging.

— **Mario Morales**, manager, Semiconductors

- Underpenetrated populations such as seniors, girls and low-income segments, can be drawn into the PC experience by customized lifestyle-sensitive products and services. Vendors should focus on segmentation, tailored services, custom accessories, co-marketing and finance programs.

— **Richard Zwetchkenbaum**, director Global New Media Consumer Research

- Most companies are already working on the "year 2000 problem" and in many cases are deferring development projects to free resources for this effort.

— **Tom Oleson**, research director, Custom Information Access

According to **Debra Brown**, manager of marketing communications and manager of the two events, evaluations for both briefing sessions were at an all-time high with Boston attendees giving it a 3.36 and their San Francisco counterparts an even-higher 3.8 out of a possible 4. "All of this year's presenters invested more time in speaker training and practice sessions, and it really made a big difference," Brown noted. Further contributing to the event's success was "the monumental teamwork demonstrated by the entire IDC analyst community, marketing and sales groups," Brown added.

The full text of each of this year's presentations will be posted to the IDG Web site (http://globalidg.com) within the next few weeks. "The Information Industry Update," a report developed from the transcript of the full day's proceedings costs $475 and may be ordered from the IDC Web site (http://www.idcresearch.com).

Top 10 IT Growth Opportunities

With the World Wide Web providing the catalyst for a major new era of growth in the IT marketplace, IDC Senior Vice President, Research **Frank Gens** provided attendees at the Directions '97 conference with his predictions regarding the leading growth areas in a presentation entitled: "Capturing the Top 10 IT Growth Opportunities." His list includes the following:

- Internet/Intranet Products and Services
- Network Equipment
- "Commodity" Servers
- PCs and NCs
- Web Site Software
- Data Access, Management Tools
- Internet Application Servers
- Internet/Intranet Services
- Selling IT in Asia/Pacific
- Fixing the Year 2000 Glitch

IDC'S UPCOMING BRIEFING SESSION SCHEDULE

ASIA-PACIFIC

April 29	Melbourne, Australia
May 1	Sydney, Australia
May 5	Kuala Lumpur, Malaysia
May 5	Wellington, New Zealand
May 6	Auckland, New Zealand
May 6	Singapore
May 12	Hong Kong
May 14	Taipei, Taiwan
May 16	Manila, Philippines*
May 19	Beijing
May 23	Bangkok, Thailand
July 18	Seoul, Korea*
July 23	Tokyo*

CANADA

May 6	Toronto

EUROPE

April 15	Vienna, Austria
April 16	Milan, Italy
April 16	The Hague, Netherlands
April 29	Stockholm, Sweden
April 30	Copenhagen, Denmark
May 1	London

LATIN AMERICA

April 14	Sao Paulo, Brazil
April 16	Santiago, Chile
April 17	Buenos Aires, Argentina
Oct. 7	Bogota, Colombia
Oct. 9	Caracas, Venezuela
Oct. 23	Mexico City

*Date is tentative.

NOTEWORTHY

NEW EMPLOYEES

CLAUDIA FUNG

WHITELAW

Mallory Whitelaw has been hired by *PC Games* as a production intern helping the production manager incorporate ads, pictures and text into layout. She is an art student pursuing a B.A. at San Francisco State University. Mallory has worked at the university's conceptual design computer lab, helping with A.V. equipment and aiding students with various Mac applications and computer problems. She enjoys World Wide Web design, painting and film.

InfoWorld has hired two new employees. **Susan Love** joins *InfoWorld* as a copy editor. She was previously an associate editor with Army Times Publishing Co. in Washington, D.C. Susan has a B.A. in English from the University of Wisconsin at Madison.

Bethany Ritchey has started as a recruitment advertising sales representative. She previously worked as a recruitment advertising sales representative for *Science Magazine*. Bethany has a B.A. from James Madison University and enjoys skiing, exercising and roller blading.

IDC has hired two new employees. **Matthew Moran** is a copy editor with IDC. He previously worked as an assistant editor at Adams Media Corp. Matthew has a B.A. in English from Worcester State College.

Previously a senior product line manager at Cayenne Software, **Carl Olofson** has joined IDC as a research director. Carl has a B.S. in communications from Boston University and enjoys bicycling, running, history, theology, classical music and chess.

Melanie Posey has joined IDC/LINK as a senior analyst for business network services. Melanie previously worked for Northern Business Information as a senior analyst. She has a degree in French from Amherst College and enjoys film and acting. If Melanie looks familiar to some of her co-workers, it may be from her March 1996 appearance on the television game show "Jeopardy."

ODESSA GUEVARA

LIGHT

Tracy Light has been hired by IDG Books Worldwide in Foster City, Calif., as an account manager. Tracy previously worked for Addison Wesley Publishing as a sales representative. She has a B.S. in business administration from San Jose State University and enjoys rollerblading, going to the beach and shopping.

Thalia Karakitsios has joined *PC World* as a senior account manager responsible for ad sales. She was previously a regional manager with *PC Computing*. Thalia has an M.B.A. in finance from Florida State University.

International Marketing Services/East Coast operations has hired **Jim Buckley** as operations coordinator. His major responsibilities will center around client billing and invoicing, as well as coordinating a new advertising tracking system that is currently being implemented. Jim joins IMS after a number of years of owning and managing restaurants. Jim is also a product of the newly launched IDG Temp World program. Outside the office, he enjoys playing the piano, cooking, movies and theater.

ETCETERA

Sandor Mester, editor-in-chief of *Computerworld Számítástechnika* and *PC World Hungary*, has been named the permanent co-president of the newly established Chief Information Officers Association in Hungary. Mester initiated the formation of the association late last year. Members of the group include the CIOs of large institutional buyers in the Hungarian IT market, including the Hungarian Parliament; Malev, the national airline; and TVK, a major chemical company. The goals of the organization include representing the interests of these IT buyers in the Hungarian IT market and promoting the culture of computing throughout Hungarian society.

WHO'S NEW?

All IDG business units are welcome to send information about promotions, new employees and transfers for the Noteworthy section to: world_update@idg.com.

AIDS WALK CO-CHAIR NEEDED

For the past several years IDG has sponsored and participated in AIDS Walk/Boston to raise money for organizations active in the fight against AIDS. Once again, IDG has renewed its support and leadership and is a corporate sponsor of the event. The walk will take place on June 1, and all of IDG's Framingham- and Boston-based employees are invited to participate.

IDG List Services President Deb Goldstein has signed on as a co-chairperson, and one other co-chair is needed to help coordinate IDG's participation in the event.

If you are interested in becoming a co-chairperson, please contact Libby Levinson at the IDG Corporate Support Center as soon as possible (telephone: 617-536-8408; e-mail: libby_levinson@idg.com).

UPCOMING EVENTS

April 23
Telecom Transitions '97 — The User's Voice, Internet and Dollars
Dallas
For more information contact:
Elizabeth Freedman, IDC
508-820-8200
bfreedman@idcresearch.com
To register: Julie Sheehan, IDC
508-872-8200
jsheehan@idcresearch.com

May 7
Public vs. Private Remote Access: Bluring Boundaries and Bandwidth Bottlenecks (Networld + Interop)
Las Vegas
For more information contact:
Elizabeth Freedman, IDC
508-872-8200
bfreedman@idcresearch.com
To register: Julie Sheehan, IDC
508-872-8200
jsheehan@idcresearch.com

May 12-14
European Global Summit
Istanbul, Turkey
Contact: Karen Battley, IMS/EMEA
karen_battley@idg.com

May 13-15
Management Publishing Institute
Half Moon Bay, Calif.
Contact: Mary Rebecchi, IDG
mary_rebecchi@idg.com

May 18-21
WebMaster Perspectives Conference
Miami
Contact: Lynda Rosenthal, CIO
lyndar@cio.com

May 20-22
PC World Product Line Meeting
Amsterdam, The Netherlands
Contact: Angie Weber
angie_weber@pcworld.com

June 2-4
Asia-Pacific Managers Meeting
Hong Kong
Contact: Marion Kibbee, IDG
marion_kibbee@idg.com

June 11-13
CW/IW Product Line Meeting
Malta
Contact: Siri Herud, IDG Norway
s.herud@idg.com.no

June 19
IDC Electronic Gaming Briefing (E3)
(in conjunction with GamePro)
Atlanta
For more information contact:
Dara Queen, IDC
508-872-8200
dqueen@idcresearch.com
To register: Julie Sheehan, IDC
508-872-8200
jfreedman@idcresearch.com

June 20
IDC Electronic Gaming Briefing (E3)
(in conjunction with PC Games)
Atlanta
For more information contact:
Dara Queen, IDC
508-872-8200
dqueen@idcresearch.com
To register: Julie Sheehan, IDC
508-872-8200
jsheehan@idcresearch.com

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Ann Finn - Network World

THIRTEEN YEARS
Karen Wallace - Network World
Thomas Bergerskogen - IDG Norway

ELEVEN YEARS
Bartolome Robles - IDG Venezuela

TEN YEARS
Nancy Grant - InfoWorld

NINE YEARS
Lotte Davidsen - IDG Denmark

SEVEN YEARS
Lawrence Neves - GamePro

SIX YEARS
Barbara Sullivan - Network World

FIVE YEARS
Yuriko Tejima - IDG Japan

FOUR YEARS
Blanche McDade - InfoWorld
Jitka Hozova - IDG Czechoslovakia
Slavomir Prochazka - IDG Czech.
Kurt Lekanger - IDG Norway
Drew Moore - IDG Books
Linda Lawrence - Macworld
Ellen Fanning - Computerworld

THREE YEARS
Gregory Owensby - IDG Books
Helen Saraceni - IDG Books

TWO YEARS
Mark Leon - InfoWorld
Michael Parsons - InfoWorld
Mike Weigand - GamePro
Cynthia Sandor - GamePro
Nelly Ramirez - IDG Venezuela
Maridee Ennis - IDG Books
Ellen Camm - IDG Books
Dave Johnson - Macworld
Stefan Bader - IDG Germany
Yolanda Martínez - IDG Spain
Aileen O'Donnell - IDG U.K.
Rosalynn Chua - IDG World Expo/Asia

ONE YEAR
Amanda Kaufmann- InfoWorld
Sean Dugan - InfoWorld
Chip Brookshaw - InfoWorld
Felicia Howell - InfoWorld
Craig Lee - GamePro
Gini Talmadge - PC Games
Alev Ust - IDG Turkey
Bob Mitchell - Network World
Rachel Garvey - IDG Books
Karen York - IDG Books
Nancy Pride - IDG Books
James Conley - IDG Books
Jens-Peter Meesenburg - IDG Denmark
Robert Vanglo - IDG Denmark

OFF LINE

It's that time again!

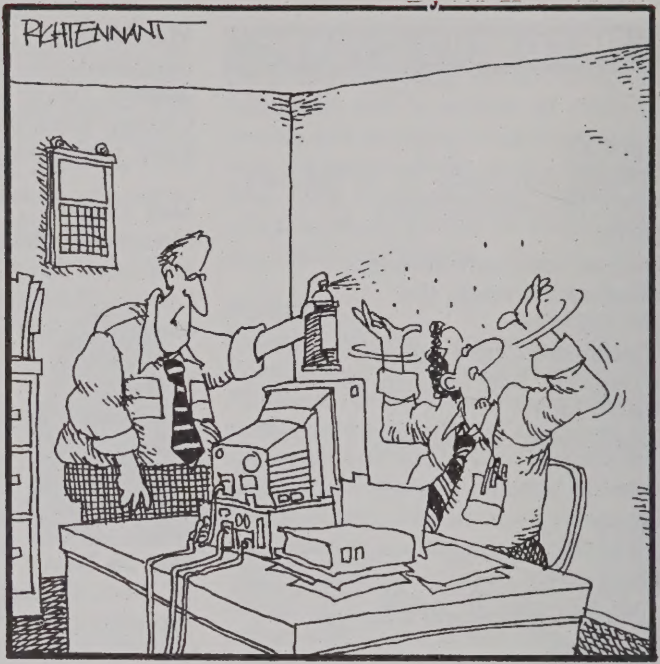
Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, May 6.

Version 2.0
More BYTE-ing Humor from
The 5th Wave by Rich Tennant

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* pen.

Fax your creations to 617-423-0712, or e-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)

Have fun!



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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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April 14, 1997

IDG SWITZERLAND RELAUNCHES PCTIP AS STAND-ALONE TITLE
PAGE 2

ON LINE: IDG GLOBAL COMMUNICATIONS' JEFF DEBALKO TAKES A TURN
PAGE 3

IDG PUBLISHES POWERBRANDING FOR TECHNOLOGY MARKETERS
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Network World, *CIO* Launch in Korean Market

Two new publications have recently joined the IDG lineup in Korea with the signing of licenses for local versions of *CIO* and *Network World*. The licenses were signed with two recently launched companies, each headed up by a former employee of IDG's long-time *Computerworld* licensee, Hi-Tech Information.

CIO
The speed of light
PLATINUM
TECHNOLOGY

The Korean version of *CIO*, which launched in February, will be published 22 times per year. Published by Seoul-based CIO Communications Ltd., the slick-looking magazine currently faces no direct competition in the local market, according to company President **Richard Kim**.

"*CIO* Korea has devoted its resources to creating a very high-quality, good-looking publication," noted International Publishing Services President **David Hill**, who visited Seoul earlier this year to negotiate the license. "Its goal is to carry a great deal of image advertising, and its production is without question of the highest quality available in the local market."

• CONTINUED PAGE 5 •

Strategic and Global Issues Dominate 10th PI

MARY REBECCHI

A WEARY BUT WISER GROUP OF IDG'S SENIOR MANAGERS, NOMINATED BY THEIR *business unit presidents to participate in the 1997 IDG Publishing Institute, assemble for a graduation photo with IDG Vice President of Corporate Human Resources* ***Tom Mathews*** *(kneeling). The attendees were (in random order):* ***Valerie Shanks****, IDG Spain;* ***Jeff Bodenmann****, IMS;* ***Raimon Gort****, IDG Netherlands;* ***Thomas Perskowitz****, IDG Germany;* ***Andy Hart****, IMS;* ***Betsy Burroughs****, InfoWorld;* ***Donna Vieraitis****, InfoWorld;* ***Karen Williams****, IDG Media (U.K.);* ***Cathy Baskin****, PC World;* ***Steve Fox****, The Web Magazine;* ***Mark Cappel****, Web Publishing;* ***Michael O'Connell****, Web Publishing;* ***Carolyn Duffy Marsan****, FCW Government Technology Group;* ***Walter Crosby****, Computerworld;* ***Maria Lamber****, IDG Sweden;* ***Yoko Nishii****, IDG Japan;* ***Michael Draper****, Network World;* ***Zoltan Garamvolgyi****, IDG Hungary;* ***Walter Manninen****, CIO;* ***Dave Moschella****, Computerworld;* ***Steve Plevin****, Macworld;* ***Cyndy Sandor****, GamePro Media Group; special guest* ***István Bíró****, IDG Hungary managing director.*

Discussion about strategic issues and the presence of more international participants and speakers than ever before were the hallmarks of the 10th annual IDG Publishing Institute (PI). Held March 16-21 at Babson College in Wellesley, Mass., the PI brought together 22 upper level managers from 17 business units representing eight countries.

This year's Publishing Institute was much less structured around the functional elements of publishing than past programs, said IDG Vice President of Corporate Human Resources **Tom Mathews**. Instead of presentations on

• CONTINUED PAGE 4 •

IN BRIEF

Swiss *PCtip* Relaunched as Independent Title

IDG Switzerland introduced a new version of its three-year-old *PCtip* publication on March 24. Previously published as a 10 times a year insert with the daily newspaper *Tages-Anzeiger*, the new *PCtip* will have a monthly frequency and a narrower target audience: knowledgeable PC users with high purchasing power who depend on their systems primarily for business applications.

PC tip
Fr. 2.90
Sparen:
ge zum
günstigen PC
Katastrophe:
Schutz vor
Daten-Gau
Tor zum
Internet
Office 97:
Umstieg
kein Muss

Gebhard Osterwalder, managing director of IDG Switzerland, said three major factors influenced his decision to end the collaboration with the daily paper, even though *PCtip* had become the most widely read PC magazine in Switzerland.

First, the daily paper had too broad an audience, and advertisers felt their messages weren't adequately targeted.

Second, the corporate cultures of IDG and *Tages-Anzeiger* were too different. *T-A*'s bureaucracy frustrated the quick-thinking IDG team, and *T-A*'s sales staff was spread too thinly across a number of different products to devote enough attention to *PCtip*.

Third, there was only a one-way transfer of knowledge from IDG to*Tages-Anzeiger*, and "we should not share our core strengths with other companies," Osterwalder concluded.

Between subscriptions and newsstand sales, *PCtip* will have a circulation of 30,000. The first issue had a print run of 52,000 due to arrangements with PC distributors and dealers who gave copies to customers who purchased hardware.

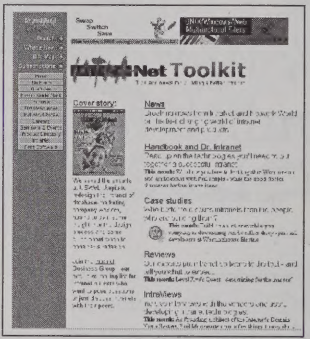
PCtip will continue to be printed on newsprint, although it will be of a higher grade than the previous version. The staff found that Swiss readers don't place much value on glossy paper. This preference allows the staff to produce the publication in newspaper fashion, a quicker process than a magazine requires since there isn't a lot of complicated in-house production work and the printing process is faster. As a result, the staff can include more up-to-the-minute information before press time and react more flexibly to advertisers' needs.

Sonja Wunsch, previously responsible for the marketing and content of *PCtip Online*, is now editor-in-chief of the print publication. The online site (http://www.pctip.ch) celebrated its first anniversary in February and attracts 300 visitors a day; five times as many as a year ago.

For more information, contact Sonja Wunsch at sonja_wunsch@pctip.ch

Network World Fusion Introduces IntraNet Toolkit

Network IS professionals involved in developing and managing intranets now have a complete online resource featuring the latest intranet research, news, products and software reviews.



Network World Fusion's (http://www. nwfusion.com) IntraNet Toolkit contains breaking news on the fast-changing world of intranet development and products from *Network World* and *IntraNet* magazines; an intranet handbook outlining the top technologies for building an intranet; Ask Dr. Intranet, an online reference for pressing intranet questions; plus case studies, intranet software reviews and IntraViews — interviews with the vendors and users who are developing the intranet technologies.

Two notable features of the IntraNet Toolkit are the Intranet Business Group, a professional list-based discussion group for organizations that are either planning or building intranet systems. The tool kit also features IntraFinder, a searchable database of all intranet-related information available on Network World Fusion.

For more information, contact Network World Online Editor ***Adam Gaffin*** *via e-mail at: agaffin @nww.com.*

SHORT TAKES

Three IDG Books titles appeared on the best-seller list in *Business Week*'s March 31 issue: *Personal Finance For Dummies* (#8), *Investing For Dummies* (#12) and *Home Buying For Dummies* (#15). The list is based on a survey of chain and independent bookstores (more than 1,000 outlets) in the U.S.

■ ■ ■ ■ ■ ■ ■ ■

Five new Classical Music for Dummies enhanced CDs are now available (topics are opera, piano, baroque, Puccini and Gregorian chants) and join the first 24 discs (various composers) released in late 1996. IDG Books' partner, Angel/EMI, is promoting the new titles via 10- and 60-second ads on radio stations in New York, Philadelphia and Chicago. The lively ads feature humorous tips such as "Classical Tip #1: If something is Baroque, it doesn't always need to be fixed."

ON LINE

JEFF DEBALKO

The president of IDG Global Communications is this week's columnist. Part 2 of his column will appear next week.

IDG GLOBAL COMMUNICATIONS AT A GLANCE

IDG Global Communications, based in San Mateo, Calif., was established in 1996 to develop a comprehensive global IT infrastructure that will enable IDG business units to effectively leverage common technology and information resources. Jeff DeBalko, who joined IDG in October 1986 as a market research analyst for *InfoWorld*, heads up the five-person staff.

Q I've tried to use the online IDG Directory and find that its functionality is rather low. For example, in Notes, it takes minutes to open the address (the most important) section of someone's file. Also, it would be great if we could view quickly by telephone and e-mail address. Ironically, it's quicker to view on the Web than on Notes. Also, is there a relationship between the IDG Directory database and the IDG Address Book database? What's the best way for employees to effectively use the resources in each?

A By its nature, the IDG Directory is rather large and complex. There are programming fixes that we can implement that should improve performance, and we are working on them. Adding views such as you mention is relatively easy to do. When we receive enough requests for a particular type of view, we will add it to the database. Adding views, however, does increase the size of the database so we attempt to include only those views that would be used most often. It should also be noted that performance in Notes is directly related to your system and network configuration. With regards to the relationship between the IDG Directory and the IDG Address Book, they are somewhat connected. Currently e-mail addresses are automatically updated between them. We are working on automatically sharing additional information as well. It is important to understand that the IDG Address Book is the basis of all security and administration for Notes as well as being an e-mail directory. This requires that we take special precautions in the way in which it is used. Our goal is for the IDG Directory to be the one-stop resource for information on IDG employees, business units and products worldwide.

Given the recent security holes reported regarding Microsoft's Internet Explorer, has anyone taken precautions to protect IDG? Someone mentioned, in passing, that he can use Explorer to look at our Notes databases, which, if true, is a rather large security hole.

First and foremost, any time you connect your systems to the outside world by any means you are compromising the security and integrity of your data. Having said that, we take security of our systems very seriously and are constantly evaluating ways to improve it. One advantage for us is that the security features in Lotus Notes (which also apply to our Web site, which is based on Notes Domino technology) are excellent. Each of the databases is protected at the user level, and these access lists are actively managed by the content owners of the particular database. One other point: Although security is always a high priority, we need to balance those concerns with ease of use and access. The goal of implementing new technology is to *get people to use it*! If you make it too difficult to use you are really shooting yourself in the foot.

Do you and your staff ever visit IDG offices in the U.S. or abroad to offer technical assistance in implementing the online projects you're developing?

Our mission is focused on leveraging our information and technology assets and providing communication services. We really are not in the business of offering local technical support. We do, however, have a great deal of expertise on staff in the areas of networking, Internet and Lotus Notes technology and are happy to share that expertise wherever we can. Part of my role as "chief evangelist" for the effective use of technology at IDG is to visit with our business units around the world and share my knowledge and experience in this area as well as learn from colleagues. Some of our best ideas have come from the great things that are being done locally at IDG business units. How our projects might impact local business units is very important to us, and we appreciate input and advice on this subject from anyone who is interested.

My business unit maintains a database on IDG Central. Is there a way to measure how much it's being accessed by employees?

With the recent upgrade of IDG Central we are able to generate detailed logs on user activity. This has become an extremely important tool for us in gauging the interest and effectiveness of the individual content on the site. We can certainly share this information with any of the content providers.

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

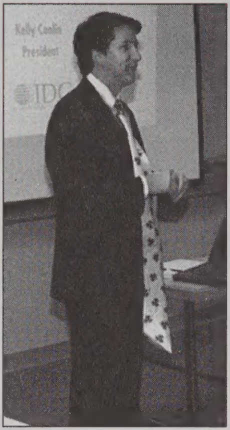
Do you have a story idea for *IDG World Update*?

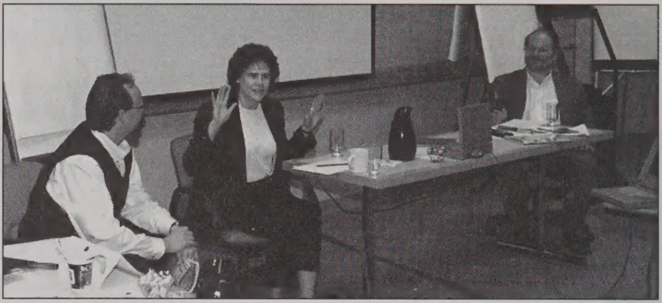
Do you have a comment about something you liked — or didn't like — in this newsletter?

If the answer to any of the questions above is "yes," the *IDG World Update* editors want to know! Contact them at: world_update@idg.com.

PUBLISHING INSTITUTE

continued from page 1





TOM MATHEWS PHOTOS

(ABOVE, LEFT TO RIGHT) ***John Gallant*** *(Network World),* ***Sandy Reed*** *(InfoWorld) and* ***Russell Glitman*** *(PC World) talk to the attendees about leveraging editorial across a changing landscape.* **(LEFT)** *IDG President* ***Kelly Conlin****, decked out in a shamrock tie in honor of St. Patrick's Day, discusses IDG trends and opportunities.*

circulation, marketing and other aspects of publishing, IDG speakers led globally focused sessions that dealt more with strategic issues than tactical planning.

The program change was made because past PIs proved that experienced managers could gain more from discussions of broader strategic issues. Publishing fundamentals will continue to be the focus of the Management Publishing Institute and the European and Latin American Publishing institutes, which are three-day programs for mid-level managers.

Topics at PI 1997 included leveraging brands worldwide, entrepreneurship, auditing a publication, gaining competitive advantage through people, trade vs. consumer publishing, and U.S. vs. non U.S. operating issues.

Raimon Gort, sales manager at IDG Netherlands, said he learned that "although there are some rules in the book you have to play by, there is no general IDG way of doing things. Decentralization allows each business unit to operate the way its management thinks is most effective. That means you can share lots of ideas, and I was able to 'steal' a couple of organizational and publishing ideas at PI that we can implement very easily in our own organization."

According to Mathews, the attendees unanimously praised the international dimension of the PI, gathering not only practical tips but a better appreciation for what IDG is all about. "U.S. participants have a chance to learn a few things about creativity when they hear how much business units outside the U.S. do, often with fewer staff members and lower budgets," he noted. "These kinds of opportunities to learn from each other is something the competition does not have and gives our employees first-hand exposure to the wealth of resources IDG has worldwide."

During the week, the PI group broke into teams to tackle a case study, an exercise one participant called "perversely enjoyable, despite the sleep deprivation!" *Network World* has a monthly supplement, *IntraNet Magazine*, and the teams analyzed whether or not it would be best to keep it as an insert, polybag it with *NW*, or make it an independent publication. Each group made its recommendations to a simulated "review board," which then critiqued the presentations. The topic provoked much debate, as many business units are wrestling with similar operating questions.

On the lighter side, attendees participated in a team-building exercise that yielded priceless photographs as well as newfound planning and strategizing skills that served them well in the case study debates. One evening the group divided into four teams, each getting into cars equipped with a Polaroid camera, lots of film and a list of 100 things to do.

Each activity was worth a given number of points; while not every item had to be found and documented, the team with the most points would win. Attendees ended up with pictures of themselves sitting in police cars, making pizza, sitting on ducks (cast iron ones in Boston's Public Garden) and huddling in the back of an ambulance, among other places.

By the end of the week, participants had a better sense of what makes IDG tick. Listening to the speakers, who included business unit presidents as well as members of the IDG Executive Committee, attendees gained perspective on IDG's operating philosophy.

One team, seeking to explain why IDG managers make the decisions they do (i.e., in order to fund new growth and opportunities for employees) summed it up best: "Before we came to PI we thought, 'All they care about is plan, they don't care about us.' After we came, we understood, 'All they care about is plan, *because* they care about us.'" 🖳

COMMUNICATION CONFERENCE

As the Publishing Institute's week unfolded, communication at IDG and how to improve it emerged as a theme, prompting the group to hold an unscheduled brainstorming session. That produced a number of recommendations, including the following:

- **Improving and promoting IDG Central, IDG's intranet site.**
- **Making it easier for staff to communicate across product lines, especially via e-mail.**
- **Giving new employees a better introduction to the company, particularly more guidance on where to get company information.**
- **Instituting periodic management meetings, or "town meetings" in more business units to spread information about "big picture" issues such as IDG's corporate strategy and insight into competitors.**
- **Establishing e-mail lists (listservs) for various interest groups.**

The listserv suggestion generated immediate action as *Network World* IS Director Michael Draper offered to establish an online communication network for the 1997 PI graduates. The network will function across all e-mail platforms, enabling members to post questions and solutions that the entire group can see.

Job Opportunities
Monday, April 14, 1997

District Sales Manager (CW)
Computerworld is seeking an individual to join its sales team in Waltham. This person will create effective sales strategies, pursue all advertising opportunities selling all Computerworld products, manage all aspects of our relationships with advertisers to cultivate a targeted territory of emerging growth companies to ensure CW's growth and meet advertising revenue goals for the Eastern Region. This position requires a minimum of five years related advertising sales experience, preferably in the high-tech industry as well as demonstrated closing and creative problem solving skills, the ability to work with a highly interactive team process to achieve maximum results, and excellent communication and organizational skills. Travel required. ***Location: Waltham, MA***
Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

Editorial Assistant (CW)
Computerworld's editorial department is looking for an Editorial Assistant. Responsibilities include opening and sorting mail, good phone manner, responding to requests of research on a database, faxing, maintaining photo files, and data entry. Experience in the computer industry preferred. ***Location: Framingham, MA***
Contact: L. Gorgone, Fax: 508-875-8931, Phone: 508-820-8176, Email: linda_gorgone@cw.com

Subscription/Fulfillment Specialist (GamePro)
3+ years experience new business testing and development, direct mail, insert cards, gifts, space ads, online subscriptions, renewals, BPA statements and audits, and extensive analysis and knowledge of fulfillment reports. Strong spreadsheet skills and comfort with numbers, solid communication skills, interest in marketing and magazines, attention to detail, high energy to juggle multiple tasks and deadlines, and aptitude for managing both people and projects. ***Location: San Mateo, CA***
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Online Producer (GamePro)
Dynamic, experienced new media professional to work with internal and external sources to create and maintain online presences. Position requires working knowledge of the computer and video game industries, experience creating Web pages and managing a Web site, and an editorial background. The ability to manage technical projects, work with outside contributors and partners, develop and integrate new systems and features, and conduct Web systems analysis on an ongoing basis are key. Requires 1+ year experience with HTML, Photoshop and Web design and management. Familiarity with CGI, Java scripting and Rainman a plus. Must be self-motivated with the ability to learn in a fast-paced team culture; excellent interpersonal and communications skills are essential.
Location: San Mateo, CA
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

PT Research Assistant Internship (IDC)
IDC is currently looking for an intern to conduct primary and secondary IT-related market research in the IDC library and/or through discussion with IDC analysts and industry contacts. The successful candidate will interact within IS organizations, computer vendors, and industry professionals over the telephone as necessary, and work on various projects. This internship is for a highly motivated individual with the ability to work independently, computer industry knowledge, good people and writing skills, CD-ROM/Internet searching experience, and Microsoft Windows/Word/Excel experience. Past research experience a plus. This is a part-time internship, 20-25 hours/week. ***Location: Framingham, MA***
Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Sales Support Coordinator (IDC)

IDC's Irvine office is looking for a Sales Coordinator to provide administrative support. Responsibilities will include a variety of administrative duties; maintaining client and prospect database, maintaining collateral area, filing, contract administration, mailings, heavy phone work, and client interaction. Strong customer service skills essential. The successful candidate must have 3-5 years of general office experience and be dependable, professional and have the ability to handle multiple tasks at the same time. Knowledge of Microsoft Word, Excel, and PowerPoint is essential. ***Location: Irvine, CA***

Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Account Executive/Inside Partner (IFW)

The role of this position is to work in cooperation with the Regional Manager to achieve and increase page and revenue plans. The Account Executive/Inside partner will close sales and follow up as directed by Regional Managers, and close issues looking for and promoting opportunities to sell additional pages/revenues. Also responsible for sales intelligence gathering, prospecting/cold calling, and customer service. ***Location: San Mateo, CA***

Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Sales Associate (IFW)

The role of this position is to assist two sales representatives in selling advertising to targeted accounts as well as working in partnership with the Account Executive in their territory. This job requires extensive customer service, administrative skills and PC experience. ***Location: San Mateo, CA***

Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Sales Office Administrator (NW)

We are actively looking for a Sales Operations Administrator to be the point person for our 9 person sales office in Santa Clara within a $10M territory. Reporting to the Regional Sales Manager, this position will balance office administration skills with sales support in a competitive, fast paced sales environment. Responsibilities include maintaining vendor relations and office equipment, answering phones, preparing reports, presentations, and proposals, corresponding with clients, and providing leadership to Sales Assistants regarding processes and procedures. Excellent communication and organizational skills necessary. Proficiency with Mac based programs (Word, PowerPoint, spreadsheets) essential. ***Location: Santa Clara, CA***

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

System Administrator (PCW)

Experienced System and Database Administrator to assume all responsibilities for managing our growing inventory of UNIX and Windows NT systems and Oracle database servers. Thorough knowledge of Windows NT 3.51 and 4.0, System V, and Solaris 2.5x administration required. Experience with commercial Web and list serving packages a must; direct experience with Netscape Enterprise server and CREN Listproc is desirable. Certified Oracle DBA training is also favored. Some programming skills (shell, Perl, etc.) are mandatory, but the ideal candidate will be able to contribute to our CGI (C++ and Perl) and client-side (Java and JavaScript) development efforts as well. ***Location: San Francisco, CA***

Contact: N. Miller, Fax: 415-442-1891, Phone: 415-974-7338, Email: nancy_miller@pcworld.com

Fluegelman Intern (PCW)

Learn the fundamentals of online publishing while you work as an intern. Job responsibilities include writing and editing news stories, features, and product reviews, as well as developing unique interactive elements to complement articles and other types of content. Ideal candidates are strong writers who possess a proven track record of meeting deadlines. The terms of the Fluegelman internship plan dictate that only individuals who are making a career change to online publishing may qualify for this program. Online experience isn't necessary, and neither is technical expertise. ***Location: San Francisco, CA***

Contact: Y. Li-Ron, Fax: 415-974-7316, Phone: 415-267-4587, Email: yael@pcworld.com

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Where to find a complete list of job opportunities across IDG:

1. Lotus Notes - Job Opportunities Database
2. IDG Central - http://idgcentral.com
3. IDG Home Page - http://ww-.idg.com
4. Job Hotline - East Coast ➩ 508-935-4406 West Coast ➩ 415-978-3100
5. Monday, April 28, 1997 edition of the World Update

PUBLISHING INSTITUTE SPEAKERS

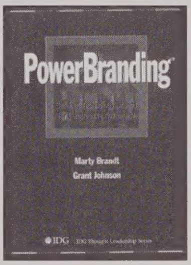
The speakers at the 1997 Publishing Institute hailed from 14 different business units in three countries:

- **Pat McGovern, IDG chairman;**
- **Kelly Conlin, IDG president;**
- **Jim Casella, IDG chief operating officer;**
- **Peter Horan, president, IDG Marketing Services;**
- **Colin Crawford, president, Macworld;**
- **Martha Stephens, past vice president, IDG Corporate Human Resources;**
- **Bob Metcalfe, vice president/ technology, IDG;**
- **Tom Mathews, IDG vice president/ IDG Corporate Human Resources;**
- **Julie Lynch, training manager;**
- **Steve Pelosi, manager, IDG Financial Reporting and Budgeting;**
- **Thomas Gewecke, online publisher, PC World Online;**
- **Colin Ungaro, president, Network World;**
- **Evilee Thibeault, publisher, Network World;**
- **Paul Molenaar, managing director, IDG Netherlands;**
- **Gary J. Beach, president, Computerworld;**
- **John Kilcullen, CEO, IDG Books Worldwide;**
- **Martin Taylor, managing director, IDG New Zealand;**
- **John Gallant, editor-in-chief, Network World;**
- **Russell Glitman, online editor-in-chief, PC World Online;**
- **Sandy Reed, vice president/ editorial director, InfoWorld;**
- **Pat Kenealy, managing general partner, IDG Ventures;**
- **Ted Bloom, IDG vice president, corporate controller/treasurer;**
- **Bill Murphy, IDG board member;**
- **Joe Levy, president, CIO;**
- **Rich Marino, president, PC World.**

IDG Publishes *PowerBranding*

IDG's top customers who attended the IDG Global Summit in February received complimentary copies; now the book is available to the world at large. *PowerBranding: Building Technology Brands for Competitive Advantage* is an IDG-published book that addresses the fundamental challenge of technology branding: how to grow brands with consistency while adapting to a changing technology marketplace.

The two authors, technology marketers Marty Brandt and Grant Johnson, credit IDG Marketing Services President **Peter Horan** and IDG President **Kelly Conlin** for giving them the encouragement and resources to see the book through to completion. IDG made it clear that the industry needed such a book and made available data from the "Buying IT in the '90s" research series to support some of the book's key points.



"To flourish in today's hyper-competitive market, organizations must be absolutely committed to building strong brands," Horan noted. "*PowerBranding* shows how technology companies can successfully engage in the day-to-day battles that arise over brand building and explains how brands can create and sustain equity in this every-changing industry."

PowerBranding is the second title in IDG's Thought Leadership Series. The first, by **David Moschella**, *Computerworld*'s senior vice president of research, is *Waves of Power: The Dynamics of Global Technology Leadership 1964-2010*. Published earlier this year, Moschella's book chronicles the IT industry, its evolution since the early '60s and its future direction in a network-centric era.

PowerBranding, which includes branding models, in-depth interviews and brand profiles, is available through the virtual bookstore Amazon (http://www.amazon.com) and the market research firm proBRAND in Menlo Park, Calif., for $21.95 plus tax. *Waves of Power* is also available through Amazon for $23.96 plus tax. Employees interested in either may contact **Kathy Day**, IDG's manager of public relations, at kathy_day@idg.com.

KOREA

continued from page 1

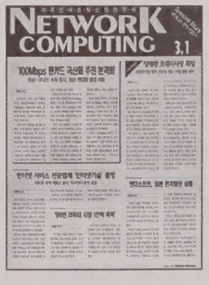
Because publications are not yet routinely audited in Korea, actual circulation figures can be difficult to come by. In a bold departure, *CIO Korea* has become the first IT publication in the country to accurately present its circulation — 5,000 — on its cover.

"It is only a matter of time before publication auditing comes to Korea," Hill said. "So this represents real forward thinking by our partners."

Also new to the IDG family in the Korean market is *Network Computing*, a biweekly tabloid published by Leading Communications Co. Ltd.

According to Hill, the publication, which launched last year, quickly realized the need to align itself with a source of international news relating to the global communications market.

Publisher **Si Don Chung** approached Hill earlier this year about a license and the two signed an agreement last month. Under the standard terms of the license, *Network Computing*, which is considering changing its name to *Network World*, will use copy from its U.S.sister publication as well as others available on the IDG News Service.



As virtually no publications of a specialized nature are sold on newsstands in Korea, both *CIO* and *Network Computing* will rely heavily on subscriptions.

Both are also widely available in bookstores throughout Korea.

NOTEWORTHY

PROMOTIONS

JØRGENSEN

Martin Jørgensen has been promoted from contributing editor to editor-in-chief at *PC World* and *Macworld Danmark*. Martin has almost 15 years experience as a freelance writer and consultant and has been with IDG for one year. "Martin Jørgensen's long experience in the IT magazine publishing scene in Denmark made him a natural candidate," said IDG Denmark Managing Director **Preben Engell**.

Randy Giusto has been promoted to research director at IDC. "Since joining IDC in July 1994, Randy has significantly built the research quality, revenue and number of clients in the areas of handheld and portable computing. Randy's commitment to quality, level of expertise and effective management style has won the respect of his direct reports and others alike," said Group Vice President, Worldwide Systems Research, **Bruce Stephen**.

NEW EMPLOYEES

Phillip Braithwaite has been hired by *Computerworld* as a senior account executive responsible for advertising sales and marketing services. Phillip previously worked for the Freeman Companies as an account executive. He has a B.A. from the University of Texas at Austin and an M.B.A. from the University of Texas at Dallas. Outside the office, Phillips's hobbies include golf, basketball and reading.

IDG BOOKS INDIANAPOLIS HR

DAVIES

Jennifer Davies joins IDG Books Worldwide in Indianapolis as a copy editor. Jennifer previously worked for *Research Magazine*, a magazine for financial professionals, as an associate editor. She has a B.A. from UCLA and an M.A. in journalism from the University of Missouri.

Elisa Scheuermann has joined *Network World*'s sales team, covering the north mid-Atlantic territory, primarily New York City, Long Island and northern New Jersey, from the New Jersey sales office. Elisa previously worked in the ad agency side of the business, most recently with New York City's Ammirati Puris Lintas.

TRANSFERS

Toni May has joined IDC West in Mountain View, Calif., as a librarian. Toni transferred from *Macworld* where she worked as an administrative assistant. Toni also worked at *PC Resource* as a sales associate. She has a degree in linguistics from the University of California at Berkeley and enjoys spending time with family and friends, reading and sewing.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS

Mary Rigby - Publish

THIRTEEN YEARS

Valerie Sanclemente - IDG
Robert Wallace - Computerworld

TWELVE YEARS

Joan Swarms - PC World
Libby Levinson - IDG

ELEVEN YEARS

Martin Meier - IDG Switzerland
Donna Felice - Computerworld
Kazuhiko Kajihara - IDG Japan
Robert Wells - IDG Australia

NINE YEARS

Richard Pastore - CIO
Patricia DeBiase - IDG
Bob Ainsworth - InfoWorld
Gina Ney - InfoWorld
Gabriele Arioli - IDG Italy

EIGHT YEARS

Erik Müller - IDG Denmark

SEVEN YEARS

Jayne Salinger - Publish
Greg Mason - PC World

SIX YEARS

Jill Spooner - IDG New Zealand
Jeffrey Melnick - CIO

FIVE YEARS

Steven Fricke - IMS
Derek Slater - CIO
Cuno Schneeberger - IDG Switzerland

FOUR YEARS

Bin Li - IDG Asia
Joel Deceuster - IMS
Christina Turner - IDG Books

THREE YEARS

Judith Johnson - IDG New Zealand
Shawne Burke Pecar - PC World
Kathleen Cox - IDG Books
Mary Beth Welch - Computerworld

TWO YEARS

Michelle Buggy - Publish
Ruedi Steiner - IDG Switzerland
Alan Stowe - IDG Books
Leslie Popplewell - IDG Books
Richard Graves - IDG Books
Ron Gibson - PC World Central Services
Annette Lindenau - IDG Germany
Stuart Green - IDG U.K.
Catherine Ross - IDG Australia
Kerry Dodds - IDG New Zealand
Rachel Rogan - IDG New Zealand

ONE YEAR

Alcurtis Clark - Event Travel Services
Mariciel Basallo - InfoWorld
Thomas Debolski - IDG Books
Cassandra Wong - IDG Books
Kurt Krames - IDG Books
Karen Yuen - IDG Books
Satoshi Yoshida - IDG Japan
Mellissa Sayon - IDG Brazil
Russell Brown - IDG New Zealand
Jennie Aldwinkle - IDG New Zealand

IDG WORLD UPDATE online

Please help us evaluate *IDG World Update Online*. Take a few minutes to answer the following questions and either fax this page back to us at: 617-423-0712 or send it to: *IDG World Update*, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A. You may also e-mail your responses to: world_update@idg.com. This survey is also available in this week's issue of *IDG World Update Online*.

(If you haven't seen the site yet, it is available on Lotus Notes. Or, if you prefer Internet access, contact IDG Global Communications for a login and password by sending an e-mail to globalcomm@idg.com with your name, business unit, e-mail address and preferred password. The newsletter is located at: http://idgcentral.com).

(Please circle one)

1) Before seeing this survey, were you aware that *IDG World Update* is available online? **Yes** **No**

2) Do you read *World Update Online*? **Often** **Sometimes** **Rarely**

3) How do you prefer to read the newsletter? **Paper** **Online** **Both**

Please explain: ______________________________

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4) If you do read *IDG World Update* online, how do you access it? **Via Notes** **Via the Web**

5) Do you have Internet access from your desk? **Yes** **No**

6) Does your business unit use Lotus Notes for more than just e-mail? **Yes** **No**

7) How would you feel about having some information posted only on *IDG World Update Online*?

_____**Fine: I'd probably go online to look at it.**

_____**Neutral: I probably wouldn't go online to look at it, but don't mind not seeing it.**

_____**Frustrated: I couldn't look at it because I don't have online access.**

8) Please use this space to include any other thoughts you have regarding *IDG World Update Online*.

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Name of business unit: ______________________ Your name (optional): ______________________

Win a T-shirt! Send your survey back by May 23 to qualify for a drawing to win an IDG World Update T-shirt with a Rich Tennant cartoon on the back. Three individuals will be chosen at random (names must be included to win!).

CELEBRATING 10

Joanne Hoffman

HOME: San Bruno, California.

JOINED IDG: March 1986 as associate art director, *Macworld.*

CURRENT TITLE: Art director, working with photographers and illustrators to develop artwork for covers and the features section of *Macworld.*

BEST PART OF YOUR JOB: The creative process, working with artists to best represent editorial content.

CAREER HIGHLIGHTS: Being nominated for the National Magazine Award in Design and judging this year's Society of Publication Designers annual competition.

MOST MEMORABLE THING THAT'S EVER HAPPENED TO YOU AT WORK? Getting a phone call early one morning from the art director of *Texas Monthly* congratulating me for our ASME nomination. I didn't believe it so I made him fax me the confirmation letter he got from his editor who was in New York for the announcement.

EVER THINK YOU'D BE HERE FOR 10 YEARS? No, but in 1986 I didn't know what was going to happen to the publishing industry. Being at *Macworld* I had a ringside seat.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? Being allowed to produce quality work. That, and the ESOP program of course.

INTERESTS OUTSIDE THE OFFICE: Sailing, scuba diving and West Coast Swing.

DREAM DESTINATION: Bora-Bora.

MACWORLD'S JOANNE HOFFMAN CELEBRATES 10 YEARS OF service to the company with IDG Chairman ***Pat McGovern*** *at the Ritz-Carlton.*

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE? A 16th century bronze horse I inherited from my grandmother. It really belongs in a museum, but I'd never part with it.

MANAGER'S PROFILE: "As a pioneer in the early days of digital art, Joanne introduced many artists to the Mac and nurtured their transition to the new medium. Since then Joanne's dedication to high quality has won *Macworld* numerous awards and high praise from our readers. I applaud Joanne's contribution to *Macworld*'s success and look forward to many more years of fruitful partnership."

*- **Leslie Barton**, design director, Macworld*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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Volume 27, Number 16

April 21, 1997

PCWELT FIRST MONTHLY PC MAGAZINE IN EUROPE TO TOP 300,000 CIRCULATION
PAGE 2

ONLINE: IDG GLOBAL COMMUNICATIONS' JEFF DEBALKO CONTINUES
PAGE 3

IDG CHAIRMAN PAT MCGOVERN TAKES PLUNGE TO MAKE A POINT
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Publications Take Home Record Number of Maggie Awards

Dylan
Tweney

STAFF MEMBERS WHO HELPED PC WORLD WIN TWO OF ITS FOUR MAGGIES THIS *year include (for Best CD-ROM Publication, "PC World Multimedia World Live!") from left:* ***Tracy Swedlow*****,** ***Amy Ng*** *and* ***Dennis Sheridan****. For Best How-to Article, "Searching Is My Business: A Gumshoe's Guide to the Web,"* ***Robert Kanes*****,** ***Kate Godfrey*****,** ***Daniel Tynan*****,** ***Yael Li-Ron*** *and* ***Stephen Compton****. Missing from photo (but not forgotten):* ***Dylan Tweney****.*

IDG dominated the 40th Maggie Awards Program and Banquet earlier this month with three of the company's West Coast publications winning a total of six awards, a record number for one publisher. *PC World* took home four awards; while *Macworld* and *InfoWorld* walked away with one award each.

The Maggie Awards are hosted annually by the Western Publications Association (WPA), the only organization serving magazine publishing west of the Mississippi. The WPA's membership represents more than 500 consumer and trade publications.

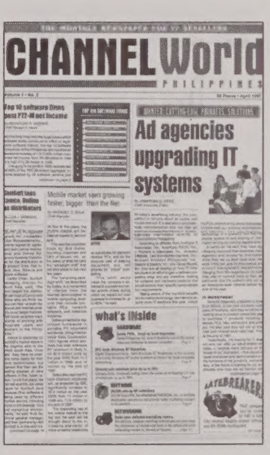
The ceremony, held April 11 in Los Angeles, included more than 200 finalists in 79 categories. IDG had 18 finalists. Entries were judged according to strict guidelines for editorial and design excellence.

• CONTINUED PAGE 5 •

ChannelWorld Launches in Philippines

Thanks to a vote of confidence from the IT market, *ChannelWorld Philippines* has launched and production is in full swing following a limited release of its debut issue in February.

"Although the company's directors were all convinced that *ChannelWorld* could be very useful to the country's IT dealers and distributors, especially at this time when the local reseller community is expanding by the proverbial leaps and bounds, we wanted to first test the market's reaction," said Editor-in-Chief **Bombing Gutierrez**.


CHANNELWorld
PHILIPPINES
Ad agencies upgrading IT systems

The overall encouraging response of the publication's target audience of IT resellers quelled the directors' primary fear that *ChannelWorld* might be perceived as a mere duplication of *Computerworld Philippines.*

ChannelWorld Philippines is the newest publication of WS Computer

• CONTINUED PAGE 4 •

IN BRIEF

Computerwoche is IT Title of Choice in Germany

Computerwoche maintained its status as the IT publication of choice for professional IT users and purchasers in Germany, according to the country's most highly regarded market and media study.

LAC '97, as the study is known, was conducted late last fall by several independent research firms. It showed, among other findings, that 33.5% of *Computerwoche*'s 386,000 readers read none of the other 45 IT publications tested by the survey and 32.1% read none of the other 16 business and news publications tested. An ad not placed in *Computerwoche*, therefore, is an ad not seen by a significant audience in terms of influence and number.

In addition, 60% of *Computerwoche*'s readers are decision makers who influence IT purchasing for the entire company (medium- and large-size businesses); a share that is at least 25% higher than the total sample of IT decision makers surveyed by the LAC.

"LAC '97 shows once again that we were not exaggerating when we told our customers that *Computerwoche* was the top decision makers' publication," said Director of Publishing Operations **Karin Giffhorn**. "As always, we do not shy away from being compared with the competition."

For a copy of the English-language newsletter Computerwoche produced to show selected LAC results to clients, contact Karin Giffhorn at fax +49-89-360-86-360.

CORRECTIONS

In the Upcoming Events section of the April 7 *IDG World Update*, two items should be updated as follows:

1) The correct e-mail address to register for the IDC Electronic Gaming Briefing at E3 on June 19 is jsheehan@idcresearch.com.

2) The correct e-mail address for Siri Herud, coordinator of the June 13 CW/IW Product Line Meeting in Malta, is siri.herud@idg.no.

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Three speakers were inadvertently omitted from the Publishing Institute sidebar in the April 14 issue:

Jim Martin, president/CEO, InfoWorld Publishing Corp.
Jim Ghirardi, vice president/finance, IDG
Mary Fanning, vice president/finance and operations, Network World

PC Welt's Average Circulation Surpasses 300,000

PC Welt, published by IDG Magazine Verlag in Germany, became the first monthly PC magazine in Europe to exceed an average of 300,000 copies sold (subscriptions and newsstand sales combined). *PC Welt* averaged 305,222 copies sold during the first calendar quarter of 1997. Several issues had topped the 300,000 mark during 1996.

The circulation of *PC Welt* has increased by approximately 10,000 copies compared with the same quarter in 1996.

Sylvia Stier, publishing manager of *PC Welt*, anticipates that circulation will continue to rise steadily. "The increasing complexity of information technology is causing a greater demand for qualified information, tips and useful services," which *PC Welt* is in a leading position to provide, she said.

PC Welt introduced a new design in its March issue, and a recent survey has shown that 90% of *PCW* readers rate the new layout as good to very good.

And the Winner Is...

Congratulations to **Judy Doyle** of Computerworld's Information Management Division, whose name was selected in a random drawing of respondents to IDG Global Communications' recent survey on the effectiveness of the IDG Central Web site.

Judy won a PalmPilot from U.S. Robotics, a pen-based personal digital assistant. GlobalComm staff would like to thank all the IDG employees worldwide who took the time to offer feedback.

A summary of IDG Central survey results will be included in a forthcoming issue of *IDG World Update*.

SHORT TAKES

Harper Audio now has 10 *...For Dummies* titles available on audiocassette, with *Golf For Dummies* being the newest addition. U.S. sales of the books on tape series have totaled 150,000 units since they were released in 1995.

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ExecuTrain has opened nine new international franchise offices, bringing its total worldwide locations to 191. The new offices are located in: Corrientes and greater Buenos Aires, Argentina; Santiago, Chile; Dubai, United Arab Emirates; Bahrain; Al Damman, Saudi Arabia; Melbourne, Australia; Shanghai, China; and East Rand, South Africa.

ON LINE

JEFF DEBALKO

The president of IDG Global Communications is this week's columnist. Part 1 of his column appeared in last week's issue.

Q Does your group have any sense of how many IDG business units are using Lotus Notes as their primary means of e-mail communication? If so, can you let us know what that number is? If not, why are we spending so much energy developing all of IDG Central's applications in both Notes and Web formats? On a purely non-scientific basis, I seem to hear of more and business units discarding Notes in favor of the Internet.

A There are approximately 1,500 Lotus Notes users at IDG. This ranges from business units like IDG Denmark, IDG Norway and Computerworld and InfoWorld in the U.S., which have a Notes client on every desktop, to business units that have just a few clients for a specific application.

I am not aware of any business units that are dropping Notes for the Internet. In fact, PC World, one of our larger business units, has recently undertaken a major Notes initiative. I believe one of the major reasons for this is the improved functionality of the latest version of Notes and Lotus' Web product Domino. This allows business units that have invested in Notes to take advantage of the distribution and ease of access that the Web offers while maintaining the advantage that Notes has in security, administration, remote replication and workflow application development.

As far as IDG Global Communications goes, we don't advocate any one communications technology. There are IDG business units using Notes, Microsoft Exchange, cc:Mail, Netscape and others, all of which can be effective communications platforms when implemented and supported properly. We do use the Notes/Domino technology which allows us to develop once and publish to both the Notes and Web platforms with no duplication of effort. We also find application development in Notes to be quicker and more robust than basic HTML. We are also evaluating other new technology such as that promised by Microsoft and Netscape to see if it would be a good fit for IDG.

In the article that ran recently in *IDG World Update*, there was a reference to the more than 30 projects your group is working on with business units worldwide. Can you give us some idea of the nature of these projects? Are they specific to the individual business units or are they ultimately intended to be used/shared by multiple units? At what point would a business unit approach your group with an idea for a project and how do you evaluate and prioritize a potential project?

Our goal in terms of application development is to offer content that has the widest possible audience and the greatest impact on the productivity and profitability of the company. There are of course many factors that contribute to what gets put on the site, but those are the factors that drive our development. We do not do application development for individual business units unless their content has a significant IDG audience such as IMS, IDG Human Resources or IDG Research Services.

As far as future projects go, you will see additional content in all areas that are currently represented on the IDG Central site. In addition, we are placing special emphasis on content that has an impact on the revenue side of the business, such as customer and market information and intelligence. If any business unit is interested in having its content on the site, its managers should contact me directly.

Jeff DeBalko may be reached via e-mail at: jeff_debalko@idg.com.

If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

Do you have a story idea for *IDG World Update?*

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

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Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

CHANNELWORLD

continued from page 1

Publishing Corp. (*ChannelWorld* is WSCPC's fourth title, not counting *IT Resource* which is an annual). *ChannelWorld* is a monthly newspaper with a readership of 5,000 targeted to the Philippines' growing IT reseller community and distributed among the dealers and distributors of computer and telecommunications products and services. It is also sent to selected vendors overseas, particularly those that have recently expressed interest in the country's expanding IT market.

While the market's reaction to the initial issue was highly encouraging, Gutierrez said subsequent responses have been even more promising.

"Waiting for the all-important market feedback [from the February issue] prevented us from coming out with a March issue," he said. "But with the market's vote of confidence serving as inspiration, we promptly came out with the April issue, which elicited even more inspiring responses from our readers, and we are now busy working on the May edition."

ChannelWorld, so far, is the only publication of its kind in the Philippines. And its editors are obviously taking IDG's corporate values to heart. "Our goal is to really get to know the IT resellers — the readers we are committed to serve.

"We want to know where they're coming from, where they're going, their plans, their problems, their needs, the opportunities they're looking for, etc.," Gutierrez said, "so we'll know exactly what type of news stories, feature articles, special reports and business tips to give them."

As a way of achieving this goal, *ChannelWorld* staff have been hosting events to get to know the IT reseller industry, including a breakfast for the incoming president of the Computer Dealers and Distributors Association of the Philippines, the biggest and most influential grouping of the country's IT resellers; a round-table discussion with a major distributor of printers; and a breakfast with the head of Microsoft Philippines.

WSCPC envisions *ChannelWorld* becoming an indispensable guide for both local and foreign companies doing business in the Philippines. While *ChannelWorld* is still basically an IT newspaper, it is like a business publication in that it is a newspaper that focuses on the Philippine IT business and caters to the information needs of IT businesses in the country. 🖳

> *"Our goal is to really get to know the IT resellers — the readers we are committed to serve. We want to know where they're coming from, where they're going, their plans, their problems, their needs, the opportunities they're looking for."*
>
> ***Bombing Gutierrez***

THAT'S WHAT FRIENDS ARE FOR

The emerging Philippine IT market was the main reason *ChannelWorld* was launched, although at first the immaturity of the industry seemed like an obstacle to Gutierrez — an impediment overcome partly due to the staff at IDG Australia.

"[President of WS Computer Publishing Corp.] Willie [Chua], with his unerring entrepreneurial instinct, had been pushing me to come out with a resellers' newspaper as early as 1995," said *ChannelWorld* Editor-in-Chief Bombing Gutierrez.

However, Gutierrez said all the samples he saw catered to the U.S. market, a more mature and sophisticated reseller industry than existed in the Philippines. His opinion changed last year while attending the IDG Asia/Pacific Managers' Meeting in Cairns, Australia.

Australian

Reseller News

THE NEWSPAPER FOR AUSTRALIAN COMPUTER RESELLERS

PB-NEC merger puzzles industry

Computer retailers ride out sales slump

Snap a bargain

"[Managing Director of IDG Australia] Don Kennedy's report on the *Australian Reseller News* opened my eyes," Gutierrez said.

"Subsequent discussions with Don's staff as well as the editors of the *Reseller News* at IDG's office in Sydney made me a believer," he said. "You can truly say that *ChannelWorld Philippines* was inspired by the *Australian Reseller News*. For this, I will always be grateful to our friends at IDG Australia."

RESELLERS DEFINED

Using a reseller is the non-direct way to get merchandise from the manufacturer to the user. Resellers come in many shapes and sizes and run the gamut from huge PC superstores to highly specialized value-added resellers.

Other IDG reseller-focused publications are:

***ComputerPartner* - Germany**
***Distributique* - France**
***DealerWorld* - Portugal**
***DealerWorld* - Spain**
Australian Reseller News
***Reseller World* - Brazil**

Job Opportunities
Monday, April 21, 1997

Copy Editor (CIO)
CIO is seeking a talented Copy Editor to join its editorial staff. As Copy Editor your responsibilities will include: editing copy for style, clarity and correctness; proofreading materials at various stages of production; working with copy chief and art department to coordinate copy traffic and writing occasional short items. Ideal candidates will posses two years of copy-editing experience, preferably at a magazine; the ability to handle multiple tasks at once and excellent prioritization skills. Efficiency and attention to detail a must. Familiarity with business and technology issues is a plus, as are experience with Macintosh Word, Quark, e-mail and on-line technologies. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Features Writer (CIO)
You will be responsible for writing feature articles and other shorter items; working closely with editors on story development, direction and focus; assisting in the idea-generation process and attending West Coast media events. Ideal candidates will possess a college degree and 2-3 years of feature writing experience. *Location: San Francisco, CA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Sales Assistant (CW)
Computerworld's Professional Development group has an immediate opening for a Sales Assistant in our fast-paced, growing environment. We are seeking a highly organized, detail oriented individual with excellent computer skills. The ideal candidate will have 1+ years of administrative experience and the ability to support multiple sales territories. The primary focus of all our sales efforts are performed in Lotus Notes. Strong attention to detail and excellent communication/telephone skills are necessary. Ability to function well in a deadline oriented department is an absolute must. College degree preferred. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Senior Research Analyst, Collaborative Computing (IDC)
This individual will conduct market analysis in the areas of document management, groupware, and intranet applications. Responsibilities include: market segment five year forecast; regular delivery of written research; ability to execute industry consulting projects; responding to inquiries from vendor, user, investor clients, and the press; speaking at industry events; and growing IDC's business in the collaborative computing market area. Excellent communications skills, data analysis skills, and 5+ years industry experience are required. *Location: Framingham, MA*
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com@internet

Acquisitions Editor (IDG/B)
Acquire new titles, negotiate author contracts, oversee manuscripts for organization and content, ensure contractual obligations to the author and to IDG Books staff, and contribute to the development of the company by keeping current on industry and market trends, publishing developments and the competition. Must have the ability to coordinate several projects simultaneously, to work well under deadline pressure and 2-4 years acquisitions or development experience. College degree in English or related field and computer experience required. *Location: Foster City, CA*
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Executive Acquisitions Editor (IDG/B)
Responsible for implementation and maintenance of acquisitions program, staff, and author/vendor relationships for book product and working with the publishing team on strategy for new products and strategic third-party relationships, process-engineering of acquisitions workflow, and supervision of Acquisitions Editors. Must have 5+ years management experience, BA/BS degree, and editorial/marketing experience in acquisitions position with author-acquisitions responsibility in high volume or start-up company. Computer product/trade experience highly desirable. *Location: Foster City, CA*
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

On-line Development Editor (IDG/B)
Acquire, develop, edit, and format editorial content for the IDG Books web site, according to established goals and standards and within assigned areas of the site. Write copy. Hire and manage freelance writers. Assist in acting as liaison with IDGB acquisitions and editorial groups in selecting material for on-line publication. Develop and maintain on-line publication plan for assigned areas of the site, coordinating this plan with the overall publication plan. Maintain the on-line style guide and style processes and procedures for the IDGB on-line editorial team. Requires on-line expertise and 3 years of editorial experience, along with knowledge of HTML and authoring tools. Background in computer journalism or books preferred; scripting a plus. *Location: Foster City, CA*
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

On-line Specialist (IDG/B)
Responsible for the preparation and delivery of graphical and text-based contents to the IDGB web sites. Create macros, procedures and applications to convert textual and graphical content into a variety of formats. Suggest and implement improvements concerning content, technology, and interface. Standardize procedures for supporting editorial and marketing content on the web. Quality control. 2+ years electronic publishing or on-line experience preferred. Some programming experience in Unix, C/C++, Perl, and CGI. HTML is necessary, as well as comfort with other Web development languages and computer platforms. Microsoft Office applications, Adobe PaceMaker, Adobe Photoshop, Filmaker Pro, Netscape Navigator and/or Explorer. Understanding of relationship between graphic design and download time. *Location: Foster City, CA*
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Publicity Manager (IDG/B)
You will be responsible for developing and implementing PR plans and programs for new and backlist computer and technology books and series and providing managerial oversight to the department. Will create long and short range plans for launching major books and series, create press kits, and oversee press kit/book mailings. Promote books by building media relationships and contacts, documenting results of media efforts, and working with authors. Strong writing and editing skills, significant tech publishing experience, and strong supervisory, interpersonal and persuasion skills required. Must be able to multi-task and work under pressure. *Location: Foster City, CA*
Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Project Coordinator (IDG/B)
Act as a liaison between editorial and production issues of schedule, process, design, proofreading, and page reviews. Will assure that all editorial aspects of the job are ready to go by the manuscript submission date. Oversee freelancers, work with page layout technicians to ensure timely completion, and keep manufacturing informed of the processes. Same page layout may be necessary during peak periods. Must have 2-3 years publishing experience, expert level knowledge of page layout software and process involving QuarkXpress, Adobe PageMaker, Macromedia Freehand, Adobe Photoshop, and 4-color pre-press issues. Team player, excellent organization, and communication skills preferred. *Location: Foster City, CA*
Contact: L.Young, Fax: 415-655-3206, Phone: 415-655-3230, Email: -NA-

Account Coordinator (IDG/B)
Will provide sales and account management support for key clients, act as a liaison between field/national sales and customers regarding, sales, promotions, distribution and inventory. Preparation of sales analysis, presentation materials, sales administration support, and extensive interaction with other departments also required. Must have excellent phone, communication, organization, and influencing skills, and preferably possess a background and interest in the computer and book publishing industry. Previous Customer Service/Sales Administration experience required; college degree preferred. *Location: Foster City, CA*
Contact: S. Klippel, Fax: 415-655-3206, Phone: 415-655-3230, Email: sklippel@idgbooks.com

Research Assistant (P/T) (IDG/Rsch)
IDG Research Services is seeking a part-time assistant to join its research staff 25 hours per week. Responsibilities will include: coordination of research projects, data entry, coding, scheduling, answering telephones and other administrative tasks as needed. Ideal candidates will be detail-oriented, able to handle multiple tasks and deadline pressure. MAC experience a plus.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Receptionist (IDG/WE)
Responsibilities include answering and routing all incoming calls, greeting guests, receiving and logging all incoming shipment, and arranging for various office services. Additional duties include administrative support to staff as needed. As the first point of contact for IDG World Expo the ideal candidate will be pleasant, highly organized, efficient, resourceful with the ability to multi-task under tight deadlines. Must be able to work independently with little supervision. Solid Macintosh skills, Microsoft Word and Excel required. *Location: Framingham, MA*
Contact: C. Evans, Fax: 508-424-4920, Phone: 508-935-4713, Email: cevans@idgworldexpo.com

Event Manager (IDG/WE)
Candidate must have 3+ years hands on trade show and events planning experience, preferably with a publishing entity. Knowledge of electronic entertainment and multimedia industries a plus. Position will have responsibility for direction and execution of all aspects of operational show management and site selections. This position will act as a main liaison to marketing, conference, and sales in order to produce a successful event. Individual will have responsibility of managing and monitoring the revenue goals as well as the expense budget. Must be self-motivated with the ability to successfully meet multiple deadlines and changing priorities. Attention to detail and excellent communication and negotiating skills required. Mac proficiency, MS Word and Excel a plus. Travel required. *Location: Framingham, MA*
Contact: T.Merrel, Fax: 508-620-6668, Phone: 508-935-4401, Email: tmerrel@idgworldexpo.com

MHA Event Show Manager (MHA)
Ensure the overall success of a hi-tech trade show including outlining event strategy and development; developing publication, association and other strategic partnerships; and overseeing and coordinating the time line and duties of operation/logistics, marketing, public relations, exhibit/attendee sales, conference development, and registration. A college degree and a minimum of 5 years experience in technology trade shows, exhibitions and/or conferences required. MAC industry experience helpful.
Location: Norwood, MA
Contact: K. Heenan, Fax: 617-440-0300, Phone: 617-440-2724, Email: -NA-

Copy Editor (NW)
NW is looking for an entry level copy editor with page production/layout skills to join our copy desk team. Responsibilities include editing, proofreading, writing headlines and aiding in chart production. Knowledge of AP style essential. 1-2 years experience, BA degree in Journalism or related field preferred. *Location: Framingham, MA*
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Layout Editor (NW)
NW has an opportunity available for a layout editor to join the copydesk/layout team. You will be responsible for all aspects of page production in the editorial department as well as tracking art and copy through the production cycle. Additionally, you will work with members of section teams to arrange stories and graphics on pages and calculate lengths. The ideal candidate will be detail and deadline oriented and have excellent proofreading and organizational skills. BA degree in Journalism or related field required. Experience in PC Page Makeup or QuarkXpress essential. *Location: Framingham, MA*
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Sales Operations Coordinator (PCW/Online)
Responsibilities include administrative support for all sales personnel. Liaison and cross train between sales and traffic coordinator. To create and enforce efficiency procedures, to ensure cohesive processes between sales, other departments and customers. Strong organizational skills preferred with 3-5 years related experience within the publishing industry. Backgroup in high tech industry also preferred. *Location: San Francisco, CA*
Contact: D.Templin, Fax: 415-442-1891, Phone: 415-267-4508, Email: diane_templin@pcworld.com

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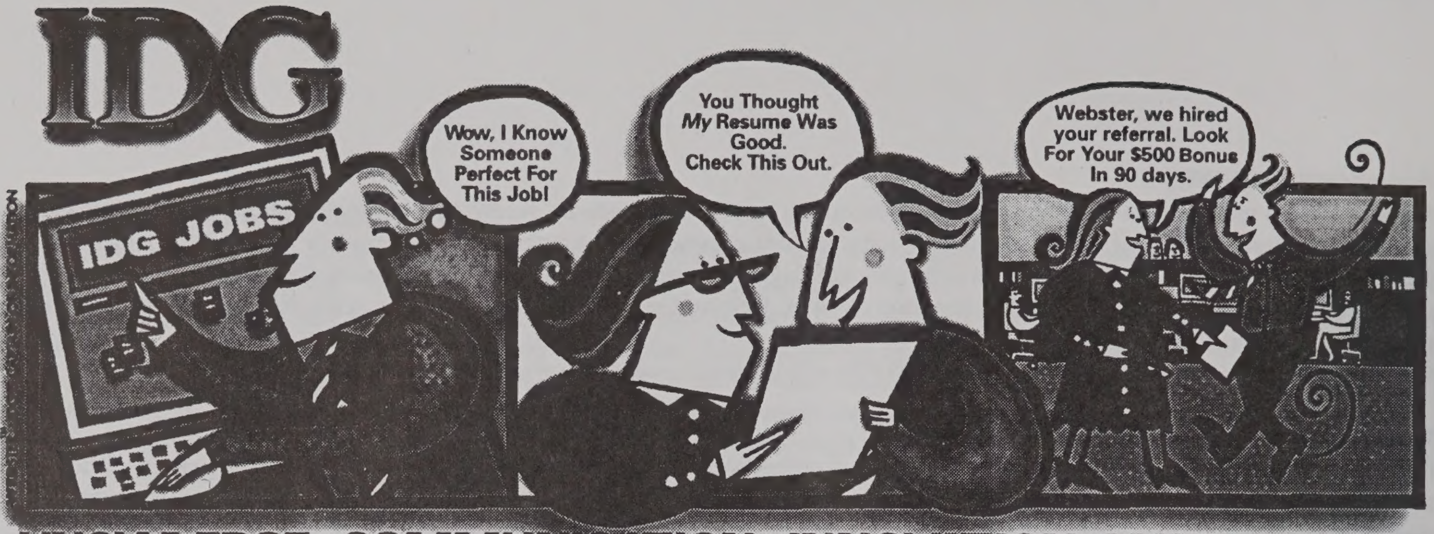
Where to find a complete list of job opportunities across IDG:

1. Lotus Notes - Job Opportunities Database
2. IDG Central - http://idgcentral.com
3. IDG Home Page - http://ww-.idg.com
4. Job Hotline - East Coast ➩ 508-935-4406 West Coast ➩ 415-978-3100
5. Monday, April 28, 1997 edition of the World Update


IDG
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize — $1,500 **Runner Up — $1,000**

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________________

Applicant's Name: ______________________________

Position referred to: ______________________________

Company Name: ______________________________

Referred by: (Employee Name) ______________________________

Company Name: ______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ______________________________

Company Name: ______________________________

Referred Employee: ______________________________

Company Name: ______________________________

Date of Hire: ______________________________

Ninety Day Date: ______________________________

Charged to BU/Department# _____-____-_______-50300-_____

H.R. Signature: ______________________________

Bonus check to be given to: ______________________________

Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com — IDG Careers

Volume 2, Number 4

April 21, 1997

IDG U.S. UPDATE

Incorporating
IDG World Update's
Marketplace

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

IDG Benefits: More Than Meets the Eye

Have you ever wondered how much IDG spends on your total benefit package?

IDG's commitment to providing employees with the best possible benefit package costs more than you might imagine. In Fiscal 1996, IDG spent more than $45 million dollars on the various benefit plans. This figure represents approximately an additional 40% to the total payroll expenses.

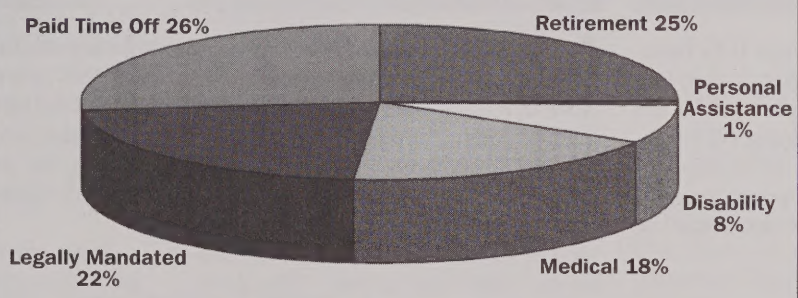
Do you know which category ranked No. 1 in expenses?

When employees think of their benefits, usually the first few that come to mind are health insurance, the ESOP and the 401(k) plan. As you will note on the chart, those three do rank among the costliest, but paid time off was actually the No. 1 expense.

The category detail ranking from highest to lowest in total dollars spent is as follows:

Paid Time Off:	Vacation and holiday pay
Retirement:	ESOP (contribution and legal fees) 401(k) legal fees
Legally Mandated:	Employer payroll taxes (Social Security, Medicare, unemployment) Workers' compensation
Health and Welfare:	John Hancock (health, dental, vision, Prescription Card Services) HMO premiums
Disability Programs:	Sick pay Life insurance Short-term disability Long-term disability
***Personal Assistance:**	EAP Day care referrals Education/training

IDG COST OF BENEFITS FISCAL 1996



Total benefit cost in excess of $45 million.

What are the hidden costs?

Expenses relating to the benefit programs are much greater than the paid claim for your doctor's visit, or upon your return from vacation, the paycheck on your desk. In addition to these directly observable costs, there are the hidden legal and administrative expenses that make up approximately 25% of total benefit costs. For example, one requirement of the various plans is to provide communication materials to active participants. IDG spent tens of thousands of dollars in communication materials last year, most of which are legally required. The human resources department is incorporating the use of Lotus Notes and the Internet in an attempt to significantly reduce costs in this area.

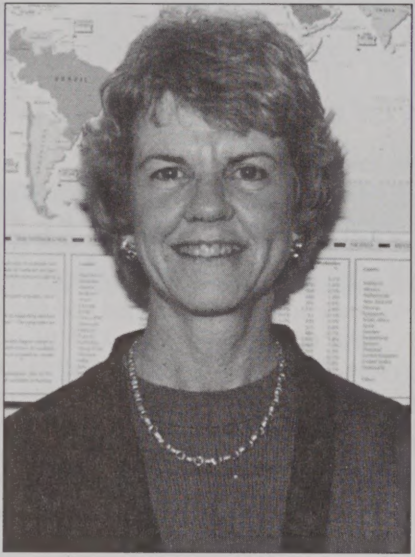
Recent changes to IDG's vacation schedule and the outpatient mental health benefits have been made in direct response to employee comments on the annual Employee Survey. The company continuously monitors its benefit programs and remains committed to providing employees with exceptional benefit coverage.

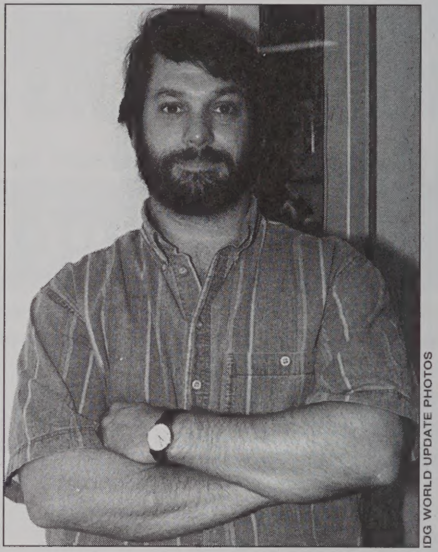
**Personal Assistance is not inclusive of all business unit expenses. Programs and processes may vary from business unit to business unit. Non-inclusive expenses from this category are programs such as: training/education, wellness classes, fitness reimbursement, etc.*

Do you have a benefit-related question you'd like answered? You may either contact your business unit's human resources representative or Cheryl Talamini at IDG Corporate Human Resources via e-mail: cheryl_talamini@idg.com.

STARS Shine at IDG Framingham

Twice a year IDG presents the Corporate Boviard STAR Awards to honor up to three employees for exemplary Service, Teamwork and Results. Employees from IDG's corporate operating units providing support to IDG business units worldwide in the Framingham and Boston areas are eligible for the awards and may be nominated by any employee at any IDG business unit worldwide. Nomination forms for the next awards, scheduled for July, will be available shortly in IDG World Update and from your Human Resources representative.





IDG WORLD UPDATE PHOTOS

Sheryl Merchant joined IDG International Marketing Services in December 1981 as an administrative assistant and then advertising coordinator. She was promoted to manager of sales and marketing support in January 1986 and to VP of operations in January 1990.

Sheryl provides exceptional service. Sheryl has worked tirelessly for more than 15 years in the genesis and evolution of IMS. During that time IMS has grown from a small service center to what is now a $13 million sales and marketing organization.

Sheryl is a team player. Sheryl has not only exhibited teamwork but has also served as a stabilizing force both in the office and while working from home during a recent illness.

Sheryl gets results. Sheryl managed to completely restructure the financial database system to account for the increased size and scope of IMS' operation.

Diane Rycek joined IDG in January 1995 as a senior staff accountant. Prior to joining IDG she held the position of senior internal auditor with Eastern Enterprises.

Diane provides exceptional service to her clients. Diane works tirelessly. Says one client: "She gives many hours of her own time to be sure we receive our financials on time, every time."

Diane fosters teamwork. Diane is known for her positive, "can do" attitude. As one client observed, "She works so closely with us that I have to stop and remind myself that she is really employed by IDG."

Diane's approach achieves results. Diane plays an integral role designing P&L and account structure for her clients. According to one, "I am convinced that due to her great efficiency, we can operate with less staff. Please give Diane the recognition she deserves!"

John Robison joined IDG in June 1986 as a credit analyst and was promoted in 1993 to senior credit analyst. He came to IDG from Consolidated Group, Inc. where he was a conservation specialist handling problem accounts.

John provides exceptional service. John often goes beyond the call of duty with clients and sales reps and is always willing to call customers with sometimes difficult information on their credit situation.

John fosters teamwork across IDG. Regardless of what stress John is under, his manner always remains polite and cheerful. "I've never met an employee with a better attitude than John," says another client, "He's incredible! "

John's approach gets results. "John is a skillful liaison between many disparate factions, effecting both harmony and positive results" says one client. Says another, "he will go the extra mile to uncover references that will help a customer get a credit line with IDG."

TRAVEL UPDATE

Sheraton Park Avenue Reopens as Sheraton Russell

The Sheraton Park Avenue reopens with a new name and new decor following a multi-million dollar renovation. Located in the Murray Hill section of New York City, this quaint European hotel boasts 147 rooms and features Russell's Restaurant specializing in American grill cuisine and Judge Chamber's Lounge — the lounge shown in the Paul Newman movie, *The Verdict.* IDG's corporate rates are as follows:

May 16-Aug. 30, 1997	$230.00 Sgl/Dbl
Sept. 1-Dec. 31, 1997	$245.00 Sgl/Dbl

Please note: IDG corporate rates reflect a major savings as the corporate rates are as follows:

May 16-Aug. 30, 1997	$280.00 Sgl/$310.00 Dbl
Aug. 31-Nov. 26, 1997	$320.00 Sgl/$350.00 Dbl
Nov. 27-Dec. 31, 1997	$350.00 Sgl/$380.00 Dbl

Marriott Doubles Bonus Point Awards through May 15

The Marriott will double points for every dollar spent at any Marriott between now and May 15 for all those enrolled in its frequent traveler program. The points are good for free hotel stays at more than 285 Marriott locations worldwide and can also be redeemed for travel on United, Continental, USAir and several other major airlines.

Airline Updates

UNITED AIRLINES

• United is increasing service from Frankfurt, Germany to the U.S. with new flights to Chicago and Washington, D.C. Beginning June 5, United will add a second daily nonstop flight between Frankfurt and Dulles International Airport, and on June 16, a second daily nonstop flight will be added between Frankfurt and Chicago's O'Hare International airport. Both flights will be operated with the airline's Boeing 777 aircraft.

• The airline is in the process of seeking approval from the Japanese government to add four additional round-trip flights a week between New York and Tokyo. If approved, it will operate Boeing 747-400 planes on all New York-Tokyo flights.

• Good news for everyone who eats! United has been testing enhanced food service since April 1 in an effort to evaluate fliers' responses to better meals onboard. The test is commissioned by Sky Chef, one of the world's largest caterers to the airline industry, and as part of its plan, they are offering a new variety of dishes to their transcontinental passengers. Results of the test will be made available to all U.S. carriers.

• Together with Canadian Airlines, United is offering new daily non-stop service between Boston and Vancouver, British Columbia, beginning May 5 on an A320 airbus. The airline feels that this flight will offer the most convenient, time-saving and efficient gateway for New England travelers doing business in the fast-growing Pacific Rim. AA advantage program members earn full qualifying miles for all travel on Canadian Airlines, and Admiral's Club members and premium cabin customers can enjoy the Canadian Airlines Empress Lounges in Vancouver.

TWA AIRLINES

• TWA has announced a new mileage incentive whereby frequent flyers can earn triple mileage for round-trip flights between April 7 and June 30 to and from select East Coast cities. With each round-trip the bonus increases from 50% up to a possible 200% mileage bonus which represents triple mileage bonus for one round-trip. Each time you fly to and from Boston, Philadelphia, Washington, D.C. (National, Dulles and Baltimore), or New York (LaGuardia, JFK and Newark) you earn a mileage bonus exclusively for that city. For example, your first New York round-trip flight offers a 50% bonus, the second, a 100% bonus: the third, a 150% bonus and the fourth, a 200% bonus. Mileage bonuses are earned separately for each city, so you can still earn a 150% bonus on your third New York round-trip while earning a 100% mileage bonus for your second Boston round-trip flight.

European Deregulation Enters Final Stage

The European Union (EU) lifted most of its air travel restrictions on April 1. EU airlines can now fly to any destination within the 15-nation European Union, setting the stage for intense competition on many routes which could result in airfare wars. Germany, with its robust economy and strong domestic routes, is likely to be a primary target of fare wars, along with a secondary focus on flights to Paris and London.

IDG Corporate Travel Offers Discount Visa Processing

IDG Corporate Travel, with its partners American Express and Express Visa Services, Inc., is offering discount visa processing. All rates are discounted and vary depending on service requested — i.e., a normal tourist or business visa offers a $12 discount, while an express same-day visa processing offers a $15 discount. Call IDG Corporate Travel for more information.

IDG Corporate Travel Manager ***Lyndsey Pomella*** *contributes this column each month. She may be reached at: lyndsey_pomella@idg.com.*

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

WHAT IS MARKETPLACE?

Welcome to Marketplace, *IDG World Update*'s new "classifieds and more" section. Although a scaled-down version, called Local Loop, has been published for U.S. business units, the new Marketplace is international. Employees can send in items **for sale** or **for rent**, announce **marriages** or **births**, or send in their children's **pen pal** requests. The **house exchange** option lets employees in different countries swap houses for concurrent short-term visits or vacations.

Marketplace will be published once a month in U.S. Update listing all U.S relevant submissions received in the previous month. However, on IDG World Update Online (http://idgcentral.com), submissions, both U.S. and non-U.S. will be posted as soon as they are received. The online Marketplace can be as expansive and include as many departments as you find useful. For example: Are you traveling to a different country on business or pleasure? Take advantage of IDG's global resources and get information first-hand from local experts. Post an online request through *IDG World Update*.

HOW DO I PARTICIPATE?

Information to be posted in Marketplace can be e-mailed or faxed to *IDG World Update*. Please contact *IDG World Update* staff as soon as a message is outdated.

WANTED TO RENT

• **Vacation home on Cape Cod.** Two weeks. Four or five bedrooms, near water. Dates flexible but prefer July 25-Aug. 10.

— Korie Pelka, IDG Books, 415-655-3056

FOR SALE

• **Lovely home in quiet West Natick, Mass., neighborhood.** Minutes from *Computerworld* and *Network World* offices. Three-bedroom multi-level. New kitchen and baths. Built-ins, hardwood floors and beautiful woodwork throughout. Wonderful backyard. Great schools. Asking $242,000.

— Contact *IDG World Update* editors or 508-651-3629

• **1995 Honda Accord LX in excellent condition.** 30K, automatic, 4-door, alarm. $15,000 or best offer.

— Marcy Dill at 508-935-4448 or mdill@cio.com

• **Apple Newton PDA 130** with Graffiti, Equate 2.0, Now Synchronize, Leverage, 2 MB storage card and AC adapter. Like new. $400.

— Victoria Gonin, *Computerworld*, 201-587-0090

• **Hunter green leather couch.** One year new. Three-piece sectional in perfect condition! Tremendous quality with baseball stitching. Originally $6,800. Yours for $3,800 or best offer.

— Nancy Mack, *Computerworld*, 508-820-8152

FOR RENT

• **Hawaiian paradise.** Keke Leo: An enchanting three-bedroom, two-bathroom home on Kauai's spectacular north shore, 10 minutes from Hanalei Bay. Large master bedroom and spacious living room upstairs, two bedrooms downstairs. Wraparound lanai with ocean and mountain views. 100 ft. from the ocean. Special rate for IDG employees and friends.

— George Clark, 415-978-3301, george_clark@macworld.com
http://www.kauai/paradise.com after 5/1

• **Cape Cod cottage, Dennisport, Mass.** Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower, on private cul-de-sac. $550/week.

— Valerie Sanclemente, IDG Paper Supply Co., 508-877-4313

MARRIAGES

Macworld U.K. would like to say a big congratulations to Deputy Advertising Manager **Mustafa Mustafa** who just got married. Best of luck to you and your wife!

BIRTHS

Virginia Lehr (*Network World*) and her husband Jim LaGanke welcomed Nicole Grace LaGanke into the world on March 14. Nicole weighed 7 lbs. 6 oz.

IDG Books Worldwide in Indianapolis congratulates **Seta Frantz** and her husband Scott on the birth of Madison Kahtya, their beautiful 9 lb. baby girl, born March 12.

IDC Framingham's **Lisa Bloom** and husband Trevor are the proud parents of Jonathan "Jack" Gregory Bloom. Born March 30, Jack weighed 7 lbs. 2 oz. and measured 21 inches.

IDG Norway's **Morten Gulden** and wife Linda Moe welcomed Amalie Moe into the world on Jan. 26.

PEN PAL REQUESTS

Alexander, the son of IDG Australia's **Catherine Ross**, is seeking a pen pal, preferably from the U.S., but is open to correspondents elsewhere. Age 10, Alexander enjoys athletics (especially shot put and discus), tennis, swimming, karate (yellow belt) and pizza! Contact Catherine at IDG Australia (via Lotus Notes or tel: +61-2-9439-5133) for Alexander's mailing address.

Send your ads in by May 13 in order for them to appear in the May 19 issue.

Send to: Fax: 617-423-0241. E-mail: world_update@idg.com

MAGGIES

continued from page 1

"We're thrilled with IDG's performance in the 1997 Maggie competition. Publishing thrives in the western United States, particularly computer publishing. The WPA clearly recognizes this fact," noted IDG Chairman **Pat McGovern**. "We're very honored that IDG's publications have been recognized by the WPA. All of IDG's winners should be very proud of these accolades."

IDG's editorial and design successes in the Maggie Awards come on the heels of the Jesse H. Neal awards last month. Together, *Network World*, *Macworld* and *PC World* won four Neals from the American Business Press, more than any other computer publisher.

The following IDG entries received 1997 Maggie Awards:

PC World
Category: Best How-To Article (Consumer)
Issue: December 1996
"Searching is My Business: A Gumshoe's Guide to the Web"

• • • • • • •

Category: Special Theme Issue (Consumer)
Issue: August 1996

• • • • • • •

Category: Best Public Service Series or Article (Trade/Consumer)
Issue: March 1996
"PC Reliability and Service: Homeward Bound or Bound for Trouble?"

• • • • • • •

Category: CD-ROM Publications (Trade/Consumer)
December 1996
PC World Multimedia Edition Live!

• • • • • • •

InfoWorld
Category: Tabloids (Trade)
Issue: Sept. 23, 1996

• • • • • • •

Macworld
Category: Best Computer/Telecommunications Publication (Consumer)
Issue: September 1996

INFOWORLD EDITOR-IN-CHIEF SANDY REED SHOWS OFF THE MAGGIE AWARD HER *publication won in the Tabloids (trade) category of this year's competition.*

IDG PUBLICATIONS RECEIVE TOTAL OF 18 NOMINATIONS IN 1997 MAGGIE AWARDS COMPETITION

IDG publications garnered a total of 18 nominations in this year's Maggie Awards competition.

In addition to the four top honors it took home, *PC World* was also a finalist in six other categories.

***Macworld*, which won for Best Computer/Telecommunications Publication in the consumer division, also earned a nomination for Best Table of Contents trade/consumer.**

***InfoWorld*, in addition to its win in the Tabloids, trade division, was also a finalist in the Supplements (trade/consumer) category for its supplement, "The artful science of client/server technology," (Sept. 23, 1996).**

***The Web*, which launched in October 1996 , was a finalist in three categories including Best New Publication (consumer).**

***Publish* received a nomination in the Special Interest (consumer) category.**

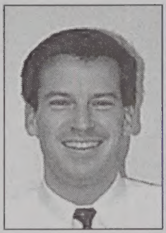
IDG WORLD UPDATE online

Please help us evaluate *IDG World Update Online*. Take a few minutes to answer the survey that appeared in last week's issue of *IDG World Update*. You may either fax the page back to us at: 617-423-0712 or send it to: *IDG World Update*, 31 Milk Street, Suite 210, Boston, MA 02109 U.S.A. You may also e-mail your responses to: world_update@idg.com. The survey is also available in last week's issue of *IDG World Update Online*.

(If you haven't seen the site yet, it is available on Lotus Notes. Or, if you prefer Internet access, contact IDG Global Communications for a login and password by sending an e-mail to globalcomm@idg.com with your name, business unit, e-mail address and preferred password. The newsletter is located at: http://idgcentral.com).

NOTEWORTHY

PROMOTIONS


MCANDREWS

IDG Marketing Services has had a shifting of several positions recently. As part of these changes, **Chris McAndrews** has been named vice president of national accounts. "Chris has accepted the challenge of growing IDG's relationship with Microsoft and several other strategic accounts including NEC, Oracle and Toshiba. Chris has done an exceptional job both as national account analyst and senior vice president of marketing," said IMS President **Peter Horan**.

THEOBALD

Bernie Theobald and **Jeff Bodenmann** have been named regional vice presidents of IMS. They will be responsible for all national account and growth account activities. "Bernie and Jeff earned this opportunity," Horan said. "They are hard working, smart and creative. They understand the process, our relationship with the publications and how to build a relationship with major clients. Most importantly, they understand the nature of IMS."

NEW EMPLOYEES

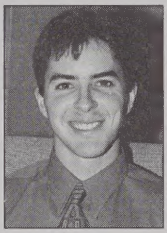
IDG WORLD UPDATE

MARSHALL

Stephen Marshall has started with *Computerworld*'s Information Management Division as a quality assurance specialist. He previously worked for GTE Government Systems and Star Market Co. Stephen graduated from the University of Massachusetts in Boston with a B.A. in business/marketing. Outside the office, Stephen enjoys playing basketball, softball and mountain biking.

Previously an account manager with *Rolling Stone* magazine, **Catherine Hurley** has joined *The Web Magazine* as the San Francisco account manager. Catherine has a B.A. from Augsburg College in Minneapolis. Outside the office, her hobbies include rollerblading, surfing the 'net and taking care of her year-old daughter.

Maureen Parisi joins *The Web Magazine* as a sales associate responsible for supporting the sales department in the New Jersey office. She previously worked at Proline Equipment as a controller and also worked temporarily as an administrative assistant in *PC World*'s New Jersey office. Maureen attended Bergen Community College and coaches Little League.


IDG WORLD UPDATE

BOUSQUET

Christian Bousquet joins the IDC office in Framingham, Mass., as a copy editor. Christian has a B.A. in English from the University of Maine in Orono. Outside the office, his hobbies include playing tennis and golf.

Barbara Besser has started with *Macworld* as a circulation manager. She previously worked for the Time, Inc. owned publication *Parenting Magazine* as a subscription manager. Barbara has a B.A. from the University of California at Berkeley and enjoys running, gardening and the PTA.

O'CONNOR

CIO Communications, Inc. welcomes **Heather O'Connor**, who joins the magazine as a sales assistant. Before joining *CIO*, Heather worked as an editorial assistant/permissions editor at Sybex, Inc. where she was responsible for negotiating permissions from third-party software companies for use on Sybex CDs. At *CIO*, Heather is responsible for distributing media kits and updating computer lists. She has a B.A. in art history from Mount Holyoke College. Outside the office, Heather enjoys outdoor sports, nonfiction books and the TV show *The Simpsons.*

PC Games has hired three new employees. **Katrin Auch** is a senior designer responsible for the back of the book design and assisting with collateral design. Kat previously worked at Harris Comics, publisher of *Vampirella,* in New York City as an assistant art director. She has a B.S. in audio scriptwriting and video production from Ithaca College. Outside the office, Kat enjoys medieval recreation, Irish music and dance, reading and listening to radio dramas.

Jonathan Banner is the Eastern sales manager with *PC Games*. Jonathan previously held a similiar post at Avcom Publishing, which publishes *Car Audio & Electronics* magazine. He has a B.A. in English literature with a minor in journalism/communications from New York University. Outside the office, Jonathan's hobbies include teaching studio pottery and collecting antiques.

Amy Crigger has joined *PC Games* as an editorial intern responsible for writing for the *PC Games* Web site and providing editorial support. Amy is currently attending the College of San Mateo pursuing a degree in journalism/communications. Amy is a certified lifeguard and teaches private swimming lessons.

TRANSFERS

David Bromley, previously managing editor at IDG Newsletter Corp., has accepted the post of development editor at IDG Books Worldwide in Foster City, Calif. An 11-year IDG veteran, David has also worked at International Publishing Services and *Computerworld*. Although he moved recently to the West Coast, David remains a die-hard Boston Red Sox baseball fan.

TELL US!

Does your office have a new employee?

Has someone recently been promoted?

Let IDG World Update know about it.

All business units are welcome to send information about promotions, new employees and transfers for inclusion in the Noteworthy section to: world_update @idg.com.

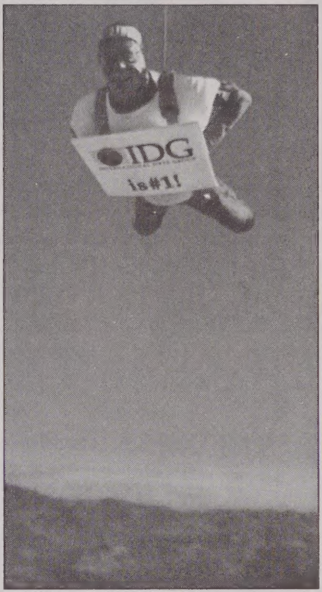
McGovern Takes Message to New Heights

IDG Chairman **Pat McGovern** takes the 10 IDG corporate values seriously. In case anyone has any lingering doubts, he or she can check out the World Wide Web and see Pat demonstrating the "let's try it" axiom in a decidedly non-office environment.

Pat's leap from a small plane high above the California countryside took place last November, just before the IDG Worldwide Managers Meeting.

As a way to emphasize the importance of "seeing the big picture" and seizing opportunities, Pat arranged to have his jump filmed and later shown, as a surprise, at the managers meeting.

In the video, just before entering the plane, Pat reminds his troops that "when you see the approach of that opportunity, you have to go for it! Jump into it! Make it happen!" With music from the movie *Top Gun* ("Highway to the Danger Zone") pulsating in the background, the plane ascends. Pat, wearing an IDG logo on his helmet and an "IDG is #1" sign across his chest, exits the plane at 15,000 feet above the ground, tethered to an instructor.



PAT McGOVERN *demonstrates how high above the competition IDG ranks.*

When the two parachute safely down (executing a perfect standing up landing), Pat again reminds his audience, "That's the way IDG does it! We don't fool around — we make it happen!"

The managers gave him a standing ovation at the meeting, and Boston-area employees did the same when they saw an edited version of the jump at the IDG Christmas party last year.

Pat's leap can be viewed on the Web at http://www.netjet.com/video. NetJet, an outside company, is displaying the video at its own initiative to showcase RealVideo, an advancement in Internet video broadcasting.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Gail Odeneal - Computerworld

THIRTEEN YEARS
Edward Acly - IDC
Penny Winn - Int'l. Publishing Services
Lisa McGrath - Computerworld

TWELVE YEARS
Jose Perez - IDG Venezuela

ELEVEN YEARS
Norma Tamburrino - Computerworld

TEN YEARS
Mark Leary - IDC

NINE YEARS
Dorothy Rosenthal - IDC
Crawford Delprete - IDC
Shannon Smith - Macworld

EIGHT YEARS
Andre Kvitka - InfoWorld
Robert Thirlwell - IDG Australia

SEVEN YEARS
Anthony Picardi - IDC
Ivar Kamsvåg - IDG Norway
Othon Correa Lerma - IDG Mexico
Myriam Contreras - IDG Argentina

SIX YEARS
Renee Amadio - IDC
Richard Bastas - CIO

FIVE YEARS
Ruth Sager - IDC
Christopher Willard - IDC
Christian Christiansen - IDC
Michael Melenovsky - IDC
Dorothy Caspersen - CIO
Kimberly Stein - PC World
Frank Savell - Computerworld

FOUR YEARS
Doreen Francy - IDC
Paul Johnston - IDC
John Monroe - FCW
Nathalie Valette - Publish
Gregory Kilkenny - IDG Books
Angelina Beitia - Macworld

THREE YEARS
Cheryl Toffel - IDC
Lorraine Cosgrove - IDC
Karen Mitchell - InfoWorld
Donnie Burke - InfoWorld

TWO YEARS
Robert Gray - IDC
Evan Quinn - IDC
Henry Morris - IDC
Thomas Copeland - IDC
Robert McCullough - IDC
Yuichi Tsujimura - IDG Japan
Kaoru Iwakiri - IDG Japan
Naoyuki Sakai - IDG Japan
Annette Lindenau - IDG Germany
Martina Reger -Völzing - IDG Germany
Lynn Dartnell - IDG U.K.

ONE YEAR
Bryan Donovan - IDC
Michael Olfe - IDC
Glen Kunene - IDC
Harold Wade - FCW
Cort Isernhagen - IDG Asia
Kristi Essick - IDG News Service
Denise Cook - InfoWorld
Jennifer Chobot - IDG Books
Barry Childs-Helton - IDG Books
Michael Bolinger - IDG Books
Brent Savage - IDG Books
Philip Hall - IDG Books
Kim Girard - Computerworld
Cláudio Márcio - IDG Brazil
Sheila Barcelos - IDG Brazil
Birgit Waltenburg - IDG Denmark
Melinda Abbott - IDG

CELEBRATING 10

Shelly Ginenthal

HOME: San Francisco.

JOINED IDG: January 1986 as employee relations manager for PCW Communications (*Macworld* and *PC World* magazines).

CURRENT POSITION: Director of human resources, Macworld.

BEST PART OF YOUR JOB: Having the independence to take some risks and start programs that are before their time. Our ergonomics program is a good example — it was a risk that the investment would pay off, but boy did it ever.

EVER THINK YOU'D BE HERE 10 YEARS? No way — and I still feel like I just joined the company! There's so much more I want to do.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The excitement and energy have remained for me because of the constant changes in our business, the market and HR. Every year feels like a new job with new challenges. I never get bored.

INTERESTS OUTSIDE THE OFFICE: Opera, jazz and art. I volunteer at the Fine Arts Museums of San Francisco.

FANTASY JOB: Opera singer.

FIVE PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY? Monserrat Caballe (opera singer), Bill Evans (jazz pianist), Zora Neal Hurston (author), Camille Claudel (artist) and Billie Holiday (singer).

FAVORITE VACATION: Wandering by foot in a foreign city where I've never been before, I don't know anyone and I don't know the language.

MACWORLD'S SHELLY GINENTHAL CELEBRATES 10 YEARS OF *service to the company with IDG Chairman **Pat McGovern** at the Ritz-Carlton.*

IF YOU WON THE LOTTERY TOMORROW, YOU WOULD: Spend the rest of my life traveling and meeting people, living at least a year in each place.

MANAGER'S PROFILE: "Shelly has a great ability to balance the needs of employees with those of our business. Taking a very proactive approach to her job, Shelly has spearheaded the introduction of special ergonomics, disaster recovery and business resumption programs at Macworld in addition to a wide range of training courses. Her professional skills, blended with a great sense of humor, make Shelly an essential member of the *Macworld* senior management team."
- ***Colin Crawford**, president, Macworld Communications, Inc.*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 17

April 28, 1997

ARTICLE IN THE NEW YORK TIMES EXPLORES POTENTIAL FOR IDG STOCK SALE
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ON LINE: IDG PRESIDENT KELLY CONLIN IS THIS WEEK'S COLUMNIST
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EMPLOYEES SHARE EXPERTISE THROUGH IDG GLOBAL FELLOWSHIP PROGRAM
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Publish Debuts in Latvia

The March launch of a Latvian edition of *Publish* became the second IDG publication to be produced by licensee DT Media Group in Riga. *PC World* was launched there in October 1996.

Produced under the name *Grafika & Poligrafija*, the title is aimed at businesses involved in electronic publishing such as print companies, publishing houses, advertising agencies and PC designers.

ESTONIA
RUSSIA
BALTIC SEA
LATVIA
LITHUANIA
BELARUS

G&P will be produced four times a year for the first year with a circulation of 2,000. Of the first issue's 2,000 copies, 400 were sold via newsstands or subscriptions; the rest were distributed to dealers. However, Publisher **Mara Jakobsone** said in the future the magazine aims to increase the number of sold copies.

The first issue of *Grafika & Poligrafija* totaled 48 pages with five and a half advertising pages. Though Jakobsone said there are no competing journals or newspapers, the market is very small.

"Our biggest challenge in the local

• CONTINUED PAGE 7 •

First ROCScom Show Wins Over Romanian Market

ROCS com 97
expo - conferințe
2 - 4 aprilie, World Trade Center București
Organizator:
IDG
INTERNATIONAL DATA GROUP
Sponsor principal:
OMNILOGIC

IDG ROMANIA GENERAL MANAGER MIHAELA GORODCOV AT THE ROCSCOM '97 *press conference.*

Taking advantage of the success of the Romanian Computer Show (ROCS), the fall exposition for the Romanian IT market, IDG Romania organized the first ROCScom event April 2-4 at the World Trade Center in Bucharest.

The two-year old ROCS show was so successful, attracting 20,000 IT professionals and selling out every booth available during its October 1996 exposition, that the organizers decided to divide the event into two parts this year. The fall ROCS show will remain a broad-based expo for the IT market while ROCScom is dedicated solely to telecommunications.

ROCScom '97 consisted of two sections, the exhibition and the conferences program. At the exhibition, several international companies displayed communications solutions and products. Exhibitors included Novell, Microsoft, Bay Networks, 3Com, 3M, Lucent Technologies, Hewlett-Packard and Motorola. In addition, there were many companies presenting Internet services, videoconferencing and other similar technology.

• CONTINUED PAGE 5 •

NY Times Explores Potential For IDG Stock Sale

The April 21 issue of *The New York Times* included an article about the prospects for IDG to issue a series of public offerings of stock ("Publisher Builds Strategy on Diversification," by Glenn Rifkin, p. D2). IDG Chairman Pat McGovern intimates that there may be a sale of stock in IDG Books later this year, and stock offerings in several other business units could follow in 1998.

Several industry analysts weigh in with opinions on how Wall Street would perceive an IDG stock offering. The article also touches on IDG's growth, its competitive position and the advantages of having business units engaged in diverse activities such as research and trade shows as well as publishing.

A reprint of the article is available in the April 28 issue of *IDG World Update Online* (on Lotus Notes or on the Web at http://idgcentral.com). It may be accessed for a limited time on *The New York Times'* Web site (http://www.nytimes.com; registration is required but is free). Employees may also contact IDG Public Relations Manager Kathy Day for more information (kathy_day@idg.com or tel: 415-676-3044).

The following Q&A column was provided to business unit presidents to answer some of the questions the article may raise.

The *New York Times*' article said that some IDG business units might go public in the future. Is this true?

At the Worldwide Managers Meeting last November, IDG Chairman Pat McGovern told the managers that he expected that some IDG business units might offer a minority of their shares to the public in the years ahead. In the Jan. 13, 1997 issue of *IDG World Update*, McGovern forecasted that by 2020, 20-30 of IDG's 150-200 business units would be listed on a stock exchange.

How will it be decided which business units will go public?

Those business units that have high growth rates, high margins and excellent future potential — the kind of economic profile consistent with a successful public company — are the logical candidates for public offerings.

Who selects which IDG business units are candidates for a public offering?

A business unit can be considered if the business unit management recommends the step as helpful to the business unit's visibility, capital resources, recruiting power or other reasons. In other words, the business unit management controls both the economic levers required to be a successful public company — the margins and growth rates — as well as the recommendation to go public.

How will this affect my ESOP/ISOP?

IDG would, by definition, require that a valuation of a business unit in the public market be higher than the valuation it receives as part of the consolidated valuation of IDG as reflected in the stock price of ESOP shares. Therefore, any public offering of an IDG business unit would serve to increase the value of the ESOP to all participants.

Will this affect IDG's overall strategy?

No. IDG's fundamental mission — delivering trusted information services on information technology — will not change, nor will our corporate values or our operating style. And for good reason: this year looks like it will be the most successful in IDG's history, with record revenue and profits from every region of the world. We have more start-ups and new initiatives planned than at any time in recent memory. In the next few months, we'll be rolling out exciting new online services, and we have several new publications on the drawing board for fall launches. We plan to enter new markets and to relentlessly demonstrate to our customers how IDG alone can deliver global solutions in helping them market effectively to the largest and most influential group of IT buyers in the world. As Richard Schaffer, an expert quoted in the article, said: "IDG has a dominant position in a rapidly growing and important publishing market."

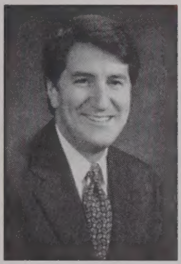
SHORT TAKES

***Network World* is making final arrangements** for the first Network World Net Bowl, a charity event that will take place during NetWorld+Interop in Las Vegas on May 7. Two teams of networking and Internet industry leaders will face each other in a live, one-hour show of industry trivia. Proceeds from Net Bowl (a $10 admission to the event) will benefit NetDay, the grassroots effort supported by U.S. President Bill Clinton and Vice President Al Gore to help connect schools to the Internet by the year 2000. *Contact: Joanne Wittren at jwittren@nww.com.*

■ ■ ■ ■ ■ ■ ■ ■

***Computerworld* in the Czech Republic** is hosting its third annual "Challenge Cup" volleyball tournament for 32 high-tech teams May 24-25 in a town that is a two-and-a-half hour drive from Prague. The event has gained IDG Czechoslovakia added visibility in the market and helped foster closer ties among people in the region's IT community. Any IDG employee who plans to attend ComNet Prague later in the week is welcome to stop by and watch. *Contact: Jaroslav Hrouda at jaroslav_hrouda@idg.com.*

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q In a recent issue of the Job Opportunities listing I noticed that the company is looking for a president/CEO for something called IDG Events Group. Wasn't IDG World Expo disbanded a couple of years ago in favor of having individual business units develop and produce their own shows and expos? Does this mean we will see a new World Expo-type organization build up similar to the old one? How will this person/group work with business units that currently have shows in place?

A Expositions and events are one of the fastest growing business activities at IDG, and we have seen many new events announced just in the last few months. The formula for success is simple enough, and one that has worked effectively for us in publishing and in other business areas of IDG: a dedicated product champion who owns the event and is responsible for its success. This is the model we adopted several years ago when we reorganized our exposition activities. However, given the size of the business, its rapid growth, and the very strategic role it will play in our future, we not only need evangelists for each existing individual event, but we also need to have an active business development function. Therefore, the primary role of the president of the IDG Events Group will be to develop new events and ensure that IDG is actively participating in any new market segments. This person will identify new opportunities full time and be responsible for shared marketing, conference development or other activities that can help accelerate our growth. And since events are often the result of partnerships, the president will be expected to negotiate the partnerships and alliances that can lead to new event opportunities. The actual event execution will continue to be the responsibility of the individual business units or champions throughout the world who are responsible and accountable for more than 90 IDG events.

My entire business unit recently received a memo from the IS department admonishing us for how much our Internet traffic has increased. I find this puzzling. In an era when the Internet is the hottest subject in the IT field, shouldn't we be encouraged to use it more in order to find the business opportunities there? But it gets worse. We have also been "threatened" with the installation of monitoring software so they can see every minute we spend at every Web site. This really smacks of Big Brother. Is it IDG policy to treat employees like this?

If the Internet can help you improve your results, I believe that no one at IDG would discourage you from using this important business tool. However, the Internet is still relatively new for business use, and we are still learning how to measure and control this growing expense.

Tracking the use of IDG Internet connections is no different than phone or e-mail tracking — which we do routinely — and I do not believe is considered a tool of "Big Brother." The purpose of this monitoring is to understand our patterns of usage in order to select the most cost-efficient method of connecting to the Internet. The purpose is not to restrict each employee's use, but to allow effective cost management. While individual monitoring is possible in any tracking system — and could be used if there was evidence of abuse — IDG relies not on tracking technology but on employee integrity to ensure that, as the Employee Handbook states, the use of the phone or computer at work is used for business purposes only.

A recent column in *The Wall Street Journal* praised C|Net as "the" place to find technology news on the Web. We don't seem to be investing as heavily in Web activities as some of our new and traditional competitors are, not to mention software companies and general media companies. As a result, aren't we ceding the role of key technology information provider of the future to other companies?

Let's start with a few facts: C|Net's first calendar quarter results show a revenue increase on their group of sites of 3%, with a loss of $13 million, and a cash balance of only $11 million. Economically, the business is struggling. But has that investment created "the" place for technology news? A new analysis of site traffic on C|Net actually shows that nearly half of C|Net's traffic is to the areas of shareware and downloads. And only 5% of C|Net's traffic is to the news site, news.com — the site meant as a competitor to the traditional technology publications and their sites. As I've said before, C|Net has shown itself to be much better at getting press attention than they have in getting revenue or, it appears, reader loyalty.

Recent focus groups conducted by IDG show, in fact, a large degree of frustration among all the technology supersites, C|Net's among them. Why? Because these sites were designed from the top down — fulfilling mandates to quickly build a corporate Web site to aggregate traffic and page views. What was lost in all this was the basic building block of sustainability: the loyal reader. IDG's approach has been to create Web sites with information that is deep and rich for a particular audience — not a generic one. We now have more than 140 Web sites and growing. Our investment to date has been more than $20 million.

And the results? Our Web advertising grew at 168% in the first quarter, compared to C|Net's 3%. Our Web traffic is growing substantially. And our new "gateway" site, project Newsstand, eight months in development, is about to be launched. Should we draw more attention to IDG's success, to our strategy and to our future? Absolutely. We have plans in the works, in conjunction with the launch of Newsstand, to do just that. IDG has done the hard work of building a successful model; now is the time to draw attention to that success.

Global Fellowships Show IDG is Small World After All

Though IDG is a global company, many employees only exposed to their individual business units may forget its size and diversity. The IDG Global Fellowship Program is a unique way to bridge this gap and take advantage of the knowledge, expertise and skills of employees worldwide.

Global
Fellowship

The IDG Global Fellowship Program provides grants to allow a select number of employees to work on short-term assignment at another IDG business unit, anywhere in the world. Sponsored by IDG's Corporate Human Resources Dept. in Framingham, Mass., participants can learn from their colleagues at the host business unit while sharing their own knowledge and expertise.

The program, started in 1994, is open to all IDG employees worldwide. Funding is designated for employees in five business unit areas: PC World, Macworld, Computerworld/InfoWorld, IDC and "Other", which encompasses employees in all other areas of IDG.

Senior Human Resources Analyst **Beth Nichols** stressed that global fellows do not have to come from or visit the U.S. "If someone in Spain wanted to visit France on a global fellowship, and it made good business sense, they would be awarded the global fellowship under the other category," she said.

If awarded fellowships, employees receive, on average, $5,000 to offset living and travel expenses. The fellows remain on their companies' payrolls and benefits programs.

IDG applications are reviewed by Vice President of Corporate Human Resources **Tom Mathews**, Nichols, the respective HR Director (if applicable), the manager who will be hosting the global fellow and the heads of the respective business units.

IDC applications (obtained through IDC Associate Human Resources Representative **Elizabeth Martin** at emartin@idcresearch.com) ask most of the same questions and require the same approvals that the IDG application does. Funding is the same.

However, IDC applications are reviewed by the Global Fellowship Committee, made up of IDC President and CEO **Kirk Campbell**, Mathews, IDC Director of Human Resources **Debra Bernardi**, Nichols and Martin.

Though open to all of IDG, IDC has probably done the best job of putting a formal program in place, Mathews said, sending at least four employees each year.

"IDC has done a great job of putting the program to wonderful use and has really taken the project to heart," Mathews said. "And people have had fabulous experiences."

IDC's program, run by Martin, was implemented in 1995 and asks employees to complete a nomination form by mid-April for their two- to three-week fellowships.

While IDG provides funding for four fellows, IDC has underwritten additional fellowship grants for the past three years, making the total number of IDC employees who have been awarded fellowships 18.

Martin said the program is a great way for "employees to tap into the expertise of another business unit."

For example, she said employees can go from one small business unit to another small one to see how the group handles similar issues. They may be able to copy some of these techniques and bring them back to their own business units.

Although most of the 1997 fellowships have already been awarded, employees can contact the following people to apply for next year's program.

For more information about the IDG Global Fellowship Program, contact your HR representative or Tom Mathews at tel: 508-935-4710 or e-mail: tom_mathews@idg.com or Beth Nichols at tel: 508-935-4416, e-mail: beth_nichols@idg.com or fax: 508-935-4600.

For more information about IDC's program, contact Elizabeth Martin at tel: 508-935-4649, e-mail: emartin@idcresearch.com or fax 508-935-4610.

HOW TO APPLY

There is a distinction between how IDG employees apply for a fellowship and how employees at IDC go about entering the program.

In general, IDG employees nominate themselves for a global fellowship by filling out an application (which can be obtained by contacting Nichols at beth_nichols@idg.com) which explains the benefits of the fellowship to them, to their business units and to the host business units. They also must have their current manager, the proposed visiting manager and the heads of the business units/human resources approve the fellowship. Language skills are also a consideration.

IDG'S GLOBAL FELLOWSHIP PROGRAM GOALS

By providing funding for the global fellowships, IDG hopes to accomplish the following:

- **To rapidly build expertise at operating units around the globe.**
- **To leverage IDG's global knowledge and skill base.**
- **To promote awareness and respect for other cultures.**
- **To foster multilingual abilities.**
- **To enhance IDG's global image among employees.**
- **To reward and retain IDG's employee experts.**
- **To attract quality employees with global talents and interests.**

IDG

Job Opportunities
Monday, April 28, 1997

Sales Operations Manager (CW)

Responsible for managing support services, systems and tools for sales while working within budgetary guidelines. Manage and negotiate vendor contracts that directly impact sales. Manage designated research vendor relations and distribute incoming information. Use your expert technological skills to develop systems for sharing information (presentations, research) and identify opportunities for improving systems for better communication and rapid deployment of information. This position relies heavily on project management skills and includes working closely with IS on sales developmental issues and tools and developing special sales programs (industry specialists, IS panels). Must be extremely computer literate and have experience in project management. BS/BA strongly preferred along with experience working in a hi-tech sales or publishing environment. Must have strong analytical skills, planning and organization, ability to juggle multiple tasks in a fast-paced environment and the ability to communicate effectively across multiple departments, clients and vendors. ***Location: MA or CA***

Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Manager of Office Services (IDC)

This position will handle the management of the day-to-day services of the mailroom, facilities, copy center, and regional office areas at IDC. This will include: personnel management of mailroom, facilities, copy center and management of regional offices administration issues, handling of all billing and invoicing issues, all space planning, moves and building re-designs, leases and negotiations for all nine IDC office locations and all security related issues. They will also manage the relationship with building management companies and all outside IDC vendors and help to manage and oversee Ergonomic issues. This position will have four to seven direct reports. To be considered for this position you must have strong organization and management skills as well as the ability to manage many outside contract relationships. Requires previous building management experience, strong negotiation, customer service skills and written and verbal communication skills. ***Location: Framingham, MA***

Contact: D. Bernardi, Fax: 508-935-4610, Phone: 508-935-4361, Email: idc_jobs@idcresearch.com

Associate or Senior Editor (IFW)

The editor will plan, develop, and edit feature-length comparisons of networking products and solutions. Top-notch writing and editing skills are a must, and knowledge of corporate-scale networking issues is a definite plus. This position requires 2 to 5 years of journalism and/or computer industry experience, as well as a proven track record as a team player. ***Location: San Mateo, CA***

Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Web Developer/Programmer (IMS)

IDG has a full-time position for a creative, hardworking individual with a passion for the Internet. This individual will be working in a very small team on the IDG.COM site doing both development and maintenance. We have several interesting projects coming along and are looking for an individual who is a team player. This is not a graphic position and not an entry level position. The ideal candidate will: be well-versed in latest HTML standards; be thoroughly knowledgeable with add-on Internet technologies (shockwave, javascript, real audio, etc.); have experience with programming, testing and debugging (PERL, TCL, VBscript, JAVA); have worked on previous web sites; be familiar with web site production processes; and be experienced with Unix, NT servers (Lotus Domino experience a plus). ***Location: San Mateo, CA***

Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Lab Manager (MAC)

The individual in this position will work closely with the Lab Director in coordinating the day to day operations of the lab, and in the overall planning of lab involvement in features, review and news testing. Other responsibilities will include development of hardware/software testing procedures and documentation, analyzing test results produced by Technical Analysts, and some personnel management. This position requires at least 2 years previous management experience with a group of 4 or more, extensive knowledge of Mac and PC internals and peripherals installation, extensive experience testing products and analyzing test results, excellent verbal and written communication skills, and some programming skills. ***Location: San Francisco, CA***

Contact: L. Black, Fax: 415-442-0766, Phone: 415-978-3144, Email: jobopportunities@macworld.com

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BU	Category	Title	Location	Contact	Phone	Fax
CIO	Art/Design	Graphic Designer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Associate Editor	Framingham, MA	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Features Writer	San Francisco, CA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	PR	Public Relations Intern	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Sales	Sales Assistant	Northfield, IL	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Edit	Editorial Assistant	Framingham, MA	L. Gorgone	P: 508-820-8176	F: 508-875-8931
CW	Exec	Associate Publisher	Framingham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Intern	Fluegelman Intern	Framingham, MA	L. Hunt	P: 508-820-8204	F: 508-875-8931
CW	Rsch	Marketing Database Specialist	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Rsch	Research Manager	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Rsch	VAR Telephone Interviewer	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	District Sales Manager	Waltham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Sales	Sales Assistant	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Sales Associate	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Sales Operations Manager	MA or CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Senior District Sales Manager	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW/Hong Kong	Edit	Senior Writer ~ CW Hong Kong	Hong Kong	Rob Garretson	P: 617/423-9030	F: 617/423-0240
ExecuTrain	Admin	Executive Assistant	Atlanta, GA	K. Brice	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	Course Developer	Atlanta, GA	J. Hall	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	Editor	Atlanta, GA	J. Hall	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	ILT Support Manager	Atlanta, GA	J. Holman	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Finance	Purchasing Manager	Atlanta, GA	B. Buhay	P: 770-667-7700	F: 770-664-2006
ExecuTrain	HR	HR Operations Manager	Atlanta, GA	H. Boyd	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Sales	Regional Sales Support Manager	Atlanta, GA	S. Wilson	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Systems	Operations Manager	Atlanta, GA	P. Richards	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Systems	Software Engineer	Atlanta, GA	P. Richards	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Tech	Assessment Specialist	Atlanta, GA	C. Burdett	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Tech	Course Developer	Atlanta, GA	J. Adkisson	P: 770-667-7700	F: 770-665-2006
ExecuTrain	Tech	Course Editor	Atlanta, GA	K. Monks	P: 770-667-7700	F: 770-664-2066
ExecuTrain	Tech	Desktop Publisher	Atlanta, GA	C. Luse	P: 770-667-7700	F: 770-664-2006
FCW	Systems	Web Programmer PT [2]	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
GamePro	Admin	Executive Assistant	San Mateo, CA	C. Sandor	P: 415-286-2515	F: 415-349-1598
GamePro	Art/Design	Designer	San Mateo, CA	F. Mao	P: 415-286-2518	F: 415-349-5279
GamePro	Circ	Subscription/Fulfillment Specialist	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
GamePro	On-Line	Online Producer	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
GamePro	Sales	Account Manager	San Mateo, CA	C. Lee	P: 415-286-2583	F: 415-349-5279
GamePro	Sales	Sales Coordinator	San Mateo, CA	C. Lee	P: 415-286-2583	F: 415-349-5279
ICE	Sales	National Account Manager	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDC	Facil	Manager of Office Services	Framingham, MA	D. Bernardi	P: 508-935-4361	F: 508-935-4610
IDC	Intern	PT Research Assistant Internship	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Manager, Semiconductor Research	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Mobile Technologies Research Analyst	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Rsch Analyst, Computer Networking Architecture	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Rsch Mgr, System Management Software Rsch	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr Research Analyst, Collaborative Computing	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Latin America	Mt. View, CA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Midrange Servers	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Analyst, Information Access Tools Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr. Analyst, International Group	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Sr. Analyst, PC Channels	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Analyst, S3 Channels	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Sales	Sales Manager, Strategic Accounts	TBD	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Sales Support Coordinator	Irvine, CA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Systems	Database Administrator	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Systems	WWW Software Engineer	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC Gov't	Rsch	Research Analyst, Goverment-Public Sector	Falls Church, VA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC/LINK	Rsch	Consulting Manager, Telecommunications	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC/LINK	Rsch	Prog Mgr, Consumer Computing&Educ Mkts	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC/LINK	Rsch	Sr. Analyst, Small Business/Home Office	New York, NY	D. Miller	P: 508-935-4133	F: 508-935-4610
IDG	Admin	Part-Time Receptionist	Irvine, CA	J. Stevens	P: 714-442-4032	F: 714-250-4881
IDG	Admin	Temporary Positions	Framingham, MA	C. Curnyn	P: 508-935-4721	F: 508-935-4600
IDG	Finance	Part-Time Dealer Sales Assistant	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Finance	Senior Tax Accountant	Framingham, MA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
IDG	HR	HRIS Administrator	Framingham, MA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
IDG	Intern	Part-Time IS Intern	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Misc.	Part-time Tearsheeter	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	Systems	Systems Specialist	San Francisco, CA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
IDG Central Servi	Finance	Accounting Coordinator	San Francisco, CA	M. Reyes	P: 415-978-3364	F: 415-543-3984
IDG/B	Admin	Executive Assistant	Foster City, CA	S. Klippel	P: 415-655-3230	F: 415-655-3206
IDG/B	Admin	Executive Assistant - CEO	Foster City, CA	S. Klippel	P: 415-655-3230	F: 415-655-3206
IDG/B	Admin	Temporary Employees	Foster City, CA	A. Patton	P: 415-655-3230	F: 415-655-3206
IDG/B	Art/Design	Graphics Coordinator	Foster City, CA	L.Young	P: 415-655-3230	F: 415-655-3206
IDG/B	Art/Design	Graphics Production Specialist	Foster City, CA	L.Young	P: 415-655-3230	F: 415-655-3206
IDG/B	Edit	Acquisitions Editor	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Acquisitions Editor, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240

Job Opportunities - Monday, April 28, 1997

BU	Category	Title	Location	Contact	Phone	Fax
IDG/B	Edit	Copy Editor	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Copy Writer, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Development Editor, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Editorial Manager, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Executive Acquisitions Editor	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Technical Editor - Dummies Technology Press	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Finance	Director, Financial Analysis and Planning	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Finance	Financial Reporting Coordinator	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Intern	IS Intern	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Mktg	Channel Marketing Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Mktg	Publicist, Dummies Group	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Mktg.	Designer	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	On-Line	On-line Development Editor	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	On-Line	Online Specialist	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Operations	Director, Voice/Data Communication	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	PR	Publicity Manager	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	PR	Tech Publicity Coordinator	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Prod	Production Quality Control Specialist	Foster City, CA	L.Young	P: 415-655-3230	F: 415-655-3206
IDG/B	Production	Project Coordinator	Foster City, CA	L.Young	P: 415-655-3230	F: 415-655-3206
IDG/B	Sales	Account Coordinator	Foster City, CA	S. Klippel	P: 415-655-3230	F: 415-655-3206
IDG/B	Sales	Corporate Key Account Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Educational Account Manager	Chicago, IL	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Sales Support Associate	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Systems	IS Manager	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/CSG	Edit	Editor-in-Chief	EC or WC	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IDG/LA	Art/Design	Art Assistant	Miami, FL	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG/Rsch	Rsch	Research Assistant (P/T)	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG/WE	Admin	Receptionist	Framingham, MA	C. Evans	P: 508-935-4713	F: 508-424-4920
IDG/WE	Mgr	Event Manager	Framingham, MA	T.Merrel	P: 508-935-4401	F: 508-620-6668
IDG/WE	Sales	Account Executive	Framingham, MA	C. Evans	P: 508-935-4713	F: 508-424-4920
IFTW	Circ	Distribution Specialist	San Mateo, CA	F. Fox	P:	F: 415-349-5279
IFTW	Systems	Help Desk Specialist	San Mateo, CA	N. Durlester	P: 415-286-2511	F: 415-349-5279
IFW	Edit	Associate or Senior Editor	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Edit	Copy Editor	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Operations	Ad Coordinator	San Mateo, CA	L. Schmid	P: 415-312-0669	F: 415-312-0668
IFW	Prod	Mac Pre-Press Operator	San Mateo, CA	L. Brault	P: 415-312-0669	F: 415-312-0668
IFW	Sales	Account Executive/Inside Partner	San Mateo, CA	L. Brault	P: 415-312-0669	F: 415-312-0668
IFW	Sales	InfoMarket Account Manager (2)	San Mateo, CA	L. Brault	P: 415-312-0669	F: 415-312-0668
IFW	Sales	Sales Assistant	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Sales	Sales Associate	San Mateo, CA	L. Brault	P: 415-312-0669	F: 415-312-0668
IFW	Sales	Sales Representative - Impact Marketing	San Mateo, CA	L. Brault	P: 415-312-0669	F: 415-312-0668
IFW	Systems	Analyst	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IMS	On-Line	Web Developer/Programmer	San Mateo, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Systems	HTML Programmer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Systems	Manager of Information Systems	San Francisco, CA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
MAC	Ad Sales	Ad Sales Administrative Assistant	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
MAC	Edit	Associate Editor (Reviews)	San Francisco, CA	C. Person	P: 415-978-3345	F: 415-442-0766
MAC	Edit	Associate/Sr. Associate Editor (Features)	San Francisco, CA	G. Gruman	P: 415-978-3176	F: 415-442-0766
MAC	Edit	Lab Manager	San Francisco, CA	L. Black	P: 415-978-3144	F: 415-442-0766
MAC/PCW	Admin	Receptionist	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
MHA	Expo	MHA Event Show Manager	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
NW	Edit	Copy Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Freelance Copy Editors	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Layout Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Managing Editor, Features	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Senior Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	District Sales Manager	Santa Clara, CA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	Sales Office Administrator	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
PC Advisor	Edit	Editor-in-Chief	London, England	K. Gould	P: 44-171-831-3191	F:
PC Games	Edit	Copy Editor	San Mateo, CA	C. Cohen	P:	F: 415-349-5279
PC Games	Edit	Managing Editor	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
PC Games	Mktg	Director of Marketing	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
PC Games	Sales	Regional Manager	San Mateo, CA	J. Knapp	P: 415-286-2502	F: 415-349-8532
PCW	Ad Sales	Account Representative	Framingham, MA	B. Ostrow	P: 508-370-0844	F: 508-872-6912
PCW	Edit	Copy Chief	San Francisco, CA	L. Camus	P: 415-267-1793	F: 415-442-1891
PCW	Edit	Copy Editor	San Francisco, CA	M. Miyashiro	P: 415-978-3228	F: 415-442-1891
PCW	Edit	Sr. Editor, News	San Francisco, CA	C. Piller	P: 415-978-3117	F: 415-442-1891
PCW	Mktg.	Public Relations Associate	San Francisco, CA	S. Wong	P: 415-978-3181	F: 415-442-1891
PCW	On-Line	System Administrator	San Francisco, CA	N. Miller	P: 415-974-7338	F: 415-442-1891
PCW	online edit	Fluegelman Intern	San Francisco, CA	Y. Li-Ron	P: 415-267-4587	F: 415-974-7316
PCW	Rsch	Research Analyst	San Francisco, CA	C. Brink	P: 415-978-3254	F: 415-442-1891
PCW	Sales	Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Systems	Mgr. Benchmark Dvlpm'nt/Int'l Benchmark Liaison	San Francisco, CA	J. Milenbach	P: 415-267-1790	F: 415-546-1673
PCW - Hong Kong	Edit	Editor	Hong Kong	M. de Almeida	P: 011-852-2861-3238	F: 011-852-2861-0953
PCW/Online	On-Line	Sales Operations Coordinator	San Francisco, CA	D.Templin	P: 415-267-4508	F: 415-442-1891

Job Opportunities - Monday, April 28, 1997

BU	Category	Title	Location	Contact	Phone	Fax
PCW/WEB Magaz	Edit	Managing Editor	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-974-7316
PCW/WEB Magaz	online edit	Sr. Staff Writer	San Francisco, CA	S. Fox	P: 415-978-3210	F: 415-974-7316
PCW/WEB Magaz	Operations	Manager Business Development	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
PCW/WEB Magaz	Sales	Eastern Account Manager	Newark, NJ	S. Brown	P: 508-935-4099	F: 508-935-4600
Publish	Admin	PT Executive Assistant to Publisher/President	San Francisco, CA	M. Higgins	P: 508-935-4766	F: 508-935-4600
Publish	Edit	Assistant Editor	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
Web Shopper	Edit	Technical Content Editor	San Francisco, CA	A. Eisner	P: 415-974-7436	F: 415-975-2616
Web Shopper	Systems	Manager, Product Development	San Francisco, CA	D. Ezequelle	P: 415-267-4560	F: 415-975-2631

IDC Employees Relate Their Fellowship Experiences

One of IDC's 1996 Global Fellows, Analyst **Siew-Joo "Susan" Tan,** left her Framingham, Mass., office to spend one week at IDC Japan and one week at IDC Singapore/Asia Pacific.

Tan wanted to visit these offices because although she grew up in Asia, she felt she didn't understand the market research culture there — knowledge that is necessary for her since her Consulting and Management Services group is now a global product line.

Understanding the culture has helped her make realistic expectations about what type of research is possible in Asia. This is even more important since the Asian market is predicted to be the fastest growing region in the next five years for services.

Tan quickly learned many differences in collecting market information, helping her understand the tough job analysts in Asia/Pacific have, and making her appreciate the U.S. market.

"The immaturity of market research as an industry in Asia/Pacific makes research rather difficult," she said. "The analysts in Asia/Pacific have to work very hard to get even basic top line information that we, in the U.S., almost take for granted. In the U.S., vendors love to have us write profiles on them; in Asia/Pacific, a culture of secrecy seems to permeate, which makes data collection extremely difficult."

Tan also found telephone interviews and conference calls, which abound in the U.S., are seldom used in Singapore and Japan. "Collecting information involves meeting in person and is therefore very time consuming," she said.

Tan did discover one consistent element from Framingham to Asia — the people. "Even when they were busy, everyone in IDC Japan and IDC Singapore took the time to be kind to a disoriented and jet-lagged colleague most had never met and may never meet again."

Tan feels the time she spent abroad will make working together easier.

"There is no replacement for face-to-face contact in improving working relationships," Tan said. "The friendships I have cultivated will go a long way toward smoothing differences in time zone and culture."

IDC ANALYST SUSAN TAN SPENT ONE WEEK IN *Japan and one week in Singapore learning the differences in market research culture.*

FROM EAST TO WEST

Saleem Bikanerwala, director, Research Process, did almost the reverse of Tan last year. Bikanerwala left his IDC Asia Pacific/Hong Kong office for his fellowship in IDC Framingham.

Bikanerwala hoped to gain some insight from his Framingham counterparts into methods for improving his office's ability to produce accurate forecasting based on solid assumptions. Bikanerwala and his colleagues possess the ability to manipulate large amounts of data and have a solid understanding of the day-to-day goings on in the IT markets of all the countries they cover. However, he was interested in observing how another office used that micro data to develop an overall "big picture" and predict trends.

However, Bikanerwala learned from his experience that there is no formula to forecasting. "More often than not, analysts have a very good feel of the market by keeping in close contact with the vendors and participating in end-user studies," he said. "This gut feel for the market translates into what they expect the market to do in the future."

Bikanerwala also felt there was a lack of understanding about the Asia/Pacific systems market in the U.S. While he was in Framingham, he was able to assist in providing feedback on the Asia/Pacific research for the Year in Review pieces, which predict what the worldwide markets will look like for the year.

Bikanerwala found the U.S. office to be much more relaxed compared with his office in Hong Kong in terms of lesser workloads and more reasonable hours.

Like Tan, Bikanerwala found the people in his host office to be extremely friendly. "I found the Americans to be very helpful, friendly and sociable."

ROCScom

continued from page 1

Much of the content of the conferences focused on solutions. IDG Romania General Manager **Mihaela Gorodcov** said, "It is a global trend and all the companies understood that if they want to meet their customers' needs, they must provide complete solutions and around-the-clock support."

The opening speech of the show was given by Minister of Communications Sorin Pantis, and the keynote was given by Paul de Kervasdoue, president of Aquis, a French company providing market research in telecommunications. Kervasdoue shared with the 100-plus audience (mainly private company managers and Ministry of Communications high-ranking officials) the results of the Romanian telecommunications market research study.

Other speakers included Andrea Chirica, president of Mobilrom S.A., Carol Foull, senior vice president of operations at MobiFon and Gabriel Marin, president of Omnilogic BGS, the main sponsor of ROCScom '97.

Overall, Gorodcov was pleased with this first time effort. "The show was a great success, both for the organizers and the participants."

Just as the ROCS show is critically acclaimed by the local IT industry to be the best exposition in the country, Gorodcov aims to garner the same praise for ROCScom. "We are hoping to establish ROCScom as the most important event in communications in Romania."

NOTEWORTHY

PROMOTIONS

IDC has recently promoted two employees. **Paul Pastrone** has been named group vice president for Latin America Research. "Key to Paul's success has been his foresight and ability in setting up a strong set of country partners, operating with a win-win philosophy, beating off the competition and building a successful research and sales relationship with clients," said **Philippe de Marcillac**, senior vice president of Worldwide Research. "Paul also approaches business in a thoroughly professional and personable manner."

IDC's **Debra Brown** has been promoted to director of marketing communications. "In her more than 10 years with IDC, Debra has taken on a variety of roles and challenges including IDC's first attempts at an online service in 1987 and even an emergency stint covering report sales for a few months," said Vice President of Marketing **MaryAnne Sinville**. "Over the past few years, Debra has taken on an increased level of responsibility in corporate marketing."

GamePro Media Group, PC Games Publishing and IDG World Expo announce the promotion of **Nancy Durlester**. Nancy has been named director of operations and information systems. "With Nancy's wealth of experience in information management and in taking on the telecom management of our organizations, she and her staff will continue to build on the progress we have made in these areas and build our facilities operations in the same manner," said Vice President of Finance and Operations at PC Games and GamePro Media Group **Brian Sours**.

PC Games would like to announce three recent promotions. With the July/August issue of *PC Games*, Editor **Steve Klett** will become the official editor-in-chief. "Everyone knows how committed and passionate Steve is about gaming and our product," said President/Publisher **Gini Talmadge**.

Previously the circulation manager, **Marcia Newlin** has been named director of circulation. "Marcia has been a key player on the *PC Games*, and also *GamePro*, staff for several years and has made a significant contribution to the current success of the magazine," Talmadge said.

Julie Knapp moves from national advertising manager to national sales director of *PC Games*. "Julie has grown our business and hired and managed a terrific staff that will give our competition serious trouble," Talmadge said.

NEW EMPLOYEES

Glen Bourne has started as a help desk specialist providing support to *PC Games* and *GamePro* staff. Glen previously worked at TPS Enterprise providing technical support. He has a B.S. in business from San Jose State University and an associate applied science degree in basic electrical engineering. Outside the office Glen's hobbies include snow skiing, fishing and camping.

CLAUDIA FUNG

BJORKMAN

Previously a temp for IDG Books Worldwide, **Michaela Bjorkman** has been hired as a foreign and subsidiary rights assistant in the Foster City, Calif., office. She will be responsible for writing the global update for international mailing and updating and processing orders for foreign book clubs and publishers. Michaela will graduate in May from San Francisco State University with a degree in international business. Her interests include travel, people watching, hiking and skiing.

CLAUDIA FUNG

SCHAFER

Kristin Schafer has also joined IDG Books' Foster City office as the creative group coordinator responsible for the Computer Publishing Group's book cover trafficking. Kristin previously worked as a contract graphic designer at Silicon Graphics, Inc. She has a B.A. in art from San Jose State University.

Heidi Sandler has joined IDC/LINK's Framingham, Mass., office as a research analyst in the Residential Broadband Services program. Heidi previously worked as the administrator for the Center for Jewish Studies at Harvard University. She has a B.A. in history and German from Kenyon College. She also holds an M.A. and is a PhD. candidate in German renaissance literature at the University of Michigan. Outside the office, Heidi enjoys swimming, traveling and reading.

IDG WORLD UPDATE

ADAMS

Previously a staff writer with the *Sentinel Enterprise* daily newspaper in Fitchburg, Mass., **Melissa Adams** joins *Network World* as a copy editor. Melissa has a B.A. in journalism from the University of Maine. Outside the office, Melissa enjoys reading and the Internet and is a hockey and NASCAR fan.

Amy Harris has joined IDC as an analyst in the Investment Research Services/Custom Information Access group. She previously worked as a high-tech practice area researcher with Boston Consulting Group. Amy has a degree in American studies from Smith College and enjoys music, traveling and reading. Amy and her husband are currently renovating their home and are immersed in numerous home improvement projects.

Brett Bullis joins IDC as a senior analyst in the Printer Program. He is responsible for market analysis, forecasting, product analysis, analysis of emerging trends and consulting. Brett previously served as a product manager for Digital Equipment Corp.'s monochrome and laser printer product lines. His experiences include color proofing, plate making, production management and sales experience. Brett has a B.A. in marketing from New York Institute of Technology and an M.B.A. in international business from Northeastern University.

Joshua Dean has joined FCW Government Technology Group's *Government Best Buys* as an editorial assistant. He is responsible for researching, fact check-

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS

Ney Kruel - IDG Brazil

FOURTEEN YEARS

Mette Lautrup - IDG Denmark

TWELVE YEARS

Diane Lalumiere - IDC

TEN YEARS

Lonnie Gee - GamePro
Susanna Hoffert - GamePro

EIGHT YEARS

Ilona Schenkl - IDG Germany
Basilio Rodriguez - IDG Spain

SEVEN YEARS

Martha C. Hernandez - IDG Mexico
Hans Henrik Brunnmayr - IDG Germany
Svenja Mohn - IDG Germany
Franz Josef Reismann - IDG Germany
Ruggero Vota - IDG Italy

SIX YEARS

Matthew Clark - Macworld
Raimundo Cauby Rocha - IDG Brazil
Silvia Langford IDG Germany
Nilde Meregalli - IDG Italy

FIVE YEARS

Lisa Tanner - Computerworld
Finn Geisler - IDG Denmark
York von Heimburg - IDG Germany
Rosa Guerinoni - IDG Italy

FOUR YEARS

Sándor Keizer - IDG Hungary
Zdena Vratislavova - IDG Czech.
Alena Blahova - IDG Czechoslovakia

THREE YEARS

Martyne Page - PC World
Julia King - Computerworld
Katharina Friedmann - IDG Germany

TWO YEARS

Margaret Blodgett- Computerworld
Shin-ichiro Hashiguchi - IDC Japan
Annette Lindenau - IDG Germany
Klaus Krabbe - IDG Denmark
Svenja Prins - IDG Germany
Nieves Santana - IDG Spain

ONE YEAR

Sandra Kelch - PC World
Mari Keefe - Computerworld
Arthur Jahnke - CIO
John Aganon - CIO
Michelle Mitchell - InfoWorld
Nicolai Winther - IDG Denmark
Christian Harbou - IDG Denmark
Bernd Seidel - IDG Germany
Cornelia Neft - IDG Germany
Thomas Hackenberg - IDG Germany
Angela Chan - IDG Hong Kong

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ing and proofreading. Joshua previously worked part time at both *U.S. News and World Report* and *Governing Magazine*. He has a B.A. in government and politics and English from George Mason University. Joshua's hobbies include playing the guitar, reading and writing short fiction. He is most proud of a two-page feature he wrote for the May issue of *Governing Magazine* on the current plight of symphonies in the U.S.

TRANSFER

Christine McGovern has transferred to *PC World*'s New Jersey office as the assistant to the director of advertising. She previously worked for *Computerworld* as an account executive for card decks and has also worked at *InfoWorld*. Christine is currently attending Seton Hall University pursuing a communications degree and will graduate in 1998. Her hobbies include interior design.

TELL US!

All business units are welcome to send information for the Noteworthy section to: world_update@idg. com.

G&P

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market is making the journal a profitable one, which is not easy for such a small market," she said. "The interest from advertisers is expected to grow by the end of the year. With the first issue of a new publication, advertisers here in the Baltics are always very reserved."

Jakobsone said part of *G&P*'s goal is "to make the journal the center of different printing, publishing and advertisement activities in Latvia."

Grafika & Poligrafija has already taken steps toward this goal by initiating and organizing a new group, the Latvian association of printers. The founding meeting was held April 18.

G&P will measure the success of the journal by evaluating the number of readers, profit and Latvian and international prestige of the publication.

The March debut issue was presented on April 4 during the DatorTehnika '97 fair, the fourth international computer technology and telecommunications exhibition in the Baltic States.

Those in attendance included about 80 executives from the printing and publishing industry, as well as representatives from leading advertising agencies and IT companies. The presentation included speeches by Jakobsone, *Grafika & Poligrafija* Editor **Janis Borgs** and industry representatives.

Grafika & Poligrafija is the eighth *Publish* title to be launched worldwide. Others have been launched in Australia, Brazil, Japan, Russia, Singapore, Sweden and Taiwan. For more information about these publications, visit the Publish Global Village at http://www.publish.com/village.html.

DO YOU HAVE YOUR PASSWORD YET?

Check out *IDG World Update Online* on IDG Central at http://idgcentral.com.
To receive a login and password, send a request to globalcomm@idg.com.

CELEBRATING 10

Scott Lum-Dueñas

HOME: San Francisco.

JOINED IDG: August 1986 as accounting coordinator at IDG Central Services, supporting Macworld, PC World and Publish.

CURRENT TITLE: Accounting administrator, IDG Central Services (same units as above but we've added Web Publishing).

MOST CHALLENGING PART OF YOUR JOB: Closing the fiscal year.

BEST PART OF YOUR JOB: Working for the best department at IDG.

WHAT'S KEPT YOU AT IDG? Great manager, great company and great people.

MEMORABLE WORK MOMENT: Trying to answer my calculator (it was a *very* busy day!)

INTERESTS OUTSIDE THE OFFICE: Classical piano.

COMMUNITY INVOLVEMENT: Organizing food drives for the San Francisco Food Bank.

DREAM DESTINATION: China.

FANTASY JOB: Antique and/or jewelry store owner.

FIVE PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY? Wolfgang Amadeus Mozart, the Pope, Buddha, Queen Elizabeth II and Sir Peter Ustinov.

FIRST JOB OUT OF HIGH SCHOOL: Photo clerk at Walgreens.

IDG CENTRAL SERVICES' SCOTT LUM-DUEÑAS CELEBRATES 10 *years of service to the company with IDG Chairman Pat McGovern.*

FAVORITE VACATION SPOT: Indonesia.

IF YOU WON THE LOTTERY TOMORROW, YOU WOULD: Buy a house and a car and invest the rest.

RETIREMENT DREAMS: To live in Mexico.

MANAGER'S PROFILE: "From his first days in Accounting — when he helped us pack up to move to our current Second Street location — to today, Scott always adds panache to his work. He has a remarkable way of gently and effectively working with employees and vendors to translate difficult accounting concepts into meaningful terms. I am honored to count him as a friend as well as a colleague."

- ***Michelle Reyes,*** *associate accounting manager, IDG Central Services*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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ON LINE: IDG MARKETING SERVICES' FRANK CUTITTA IS THIS WEEK'S GUEST COLUMNIST
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IDG BOOKS BREAKS INTO CHILDREN'S MARKET WITH TECH GIRL
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Beach Takes on *CW* Product Line Post

Mike Rogers promoted to president of Computerworld

IDG Chairman **Pat McGovern** announced last week that Computerworld President **Gary J. Beach** has been named senior vice president of IDG to serve as a global consulting resource for high-tech marketers as part of the *Computerworld* global product line.

"Gary's experience and track record in high technology publishing and marketing make him ideally suited for this responsibility," McGovern said.

Beach said that in many ways he'll be reprising a role he's always enjoyed — talking to customers, describing market trends and identifying new opportunities — only now doing it on behalf of the 47 *Computerworld*s worldwide.

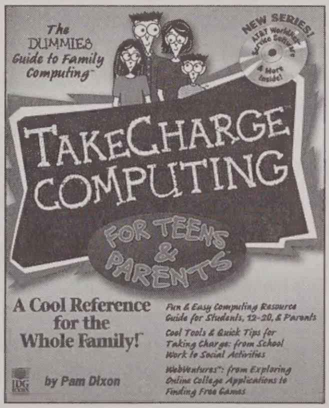
"To represent this audience [the millions of influential *CW* readers worldwide] and help technology customers understand this audience, and its value, is an exciting opportunity," Beach said. "Developing marketing programs for these vendors that will help grow our revenue will be an important factor in delivering the kind of incremental revenue that is possible from intelligently crafted global programs — programs no other competitor can offer."

• CONTINUED PAGE 5 •

IDG Books Enters Family Market

In a move that looks to define the family computer books market, IDG Books Worldwide has launched the Dummies Family Series.

Released in January and already in their second printing, the first three books in the Dummies Family Series focus on ways for parents and kids to use the home computer together. The titles are *Great Software For Kids & Parents, TakeCharge Computing for Teens & Parents* and *The World Wide Web for Kids & Parents.*


The DUMMIES Guide to Family Computing
NEW SERIES!
AT&T WorldNet Service Software & More Inside!
TAKECHARGE COMPUTING
FOR TEENS & PARENTS
A Cool Reference for the Whole Family!
Fun & Easy Computing Resource Guide for Students, 12-20, & Parents
Cool Tools & Quick Tips for Taking Charge: from School Work to Social Activities
WebVentures: from Exploring Online College Applications to Finding Free Games
IDG BOOKS
by Pam Dixon

"The content of these books focuses on the challenges the family faces when the home office computer becomes the family computer," said Vice President and Associate Publisher **Diane Steele**. "Just as families have to come up with rules for how to share the telephone and the TV, they now have to learn how to share the computer."

However, the series is designed to do more than just teach family members how to share. The books aim to bring the family together by showing how kids and parents can use the computer with one another. And it is this focus on the entire family that separates IDG's books from all other computer books on the market.

"Other books have parents in the title, but not kids," Steele said. "We kept that in mind, and our books address parents and kids being there together, not reading the books separately."

Although the ideal situation is for a family to read the books and use the computer together, Steele said the books were written to be appropriate for parents and kids using the books alone as well. As it turns out, trying to address all three scenarios was one of the more difficult parts of creating the books.

Steele said they had to be conscious of writing the books in a way that would be both appealing and at the appropriate level for kids while not being uninteresting to adults. "It's not as easy a task as when you have a focused audience, but I think we've done it in a really innovative way," she said.

For example, in *The World Wide Web for Kids & Parents*, the issue of safety precautions on the Internet is presented as a shared responsibility. "The family makes the decision," Steele said. In order to help families do that, the book provides tools for parents and kids to use when making decisions; it gives things to think about, not specific rules.

The books also encourage families to share positive experiences together, whether they be playing computer games, helping a child research a topic

• CONTINUED PAGE 4 •

IN BRIEF

PC Welt Online Establishes Record for AOL/Germany

PC Welt's newly revised online site has established a new user record for America Online in Germany. Just under 100,000 visitors accessed the *PC Welt* site in February, the most visitors ever to an AOL/Germany computing magazine site and more than three times as many as the nearest competitor has attracted. The visitor record also represented an all-time high for PC Welt Online in general, which is available on another online service, T-online, as well as on the Internet (http://www.pcwelt.de).

In addition to the 100,000 AOL visitors to *PC Welt*'s master page, another 100,000 visitors searched lower-level sections of the site, such as software downloads, after accessing those sections through search engines and other sites.

In Internet terminology, the total number of visitors in February translates into close to one million page views. These page views comprise the daily news sections, which each contain at least six page views, and feature stories that are broken down into up to 100 subitems.

PC Welt's Web site was completely redesigned at the end of 1996 in time for March's CeBIT show in Hannover, Germany. The site is now much more modular and, as a result, easier to update. At least one of the three elements of the home page (the top news of the day, a hint about how to best use a PC and the most important contents from the current print version of *PC Welt*) is updated daily. The hint of the day is also replaced with a new hint (out of a database of several hundred tips) every time a user accesses the home page, even if the user does so several times a day.

For more information contact ***Joachim Herbert*** *via e-mail at: joachimh @compuserve.com.*

CHECK OUT IDG CENTRAL!

Where can you find *IDG World Update Online*, contact information for a wide range of IDG business units and a complete list of IDG publications worldwide? This information and more is contained on IDG Central, your online employee information source.

IDG Central is available on Lotus Notes or on the Web at http://idgcentral.com. To get a login and password for the Web site, contact IDG Global Communications at globalcomm@idg.com.

IDG World Expo/Japan Targets Medical Community

PAUSING FOR A PRESHOW PHOTOGRAPH ARE: (LEFT TO RIGHT) ***Ken Maesato****, president, IMS Japan;* ***Eitaka Tsuboi****, chairman, The Japan Medical Association;* ***Peter Horan****, president, IDG Marketing Services; another executive from The Japan Medical Association; and* ***Setsuro Tamai****, president/CEO, IDG World Expo/Japan.*

Prompted by the increasing use of information technology in all aspects of the medical profession, as well as the rising interest in health-related information as Japan's society ages, IDG World Expo/Japan sponsored the first Healthcare Information World exhibition and conference March 22-23 in Yokohama City.

The event targeted medical practitioners and students as well as representatives from the fields of public health, data processing and the computer industry at large. More than 5,200 visitors attended the convention, which featured 17 sessions on topics such as electronic patient record systems, telemedicine, medical imaging, hospital management and effective prescription processing. Forty-three exhibitors participated, including Fujitsu, Apple, Sony, NTT, Toshiba and Cray Research.

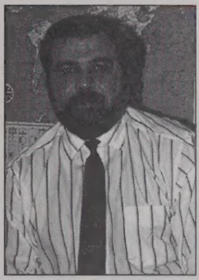
The speakers included well-known members of the Japanese health care industry and medical professionals from Harvard Medical School, New York Hospital Information Services, the Mayo Foundation and other renowned institutions.

Toshiro Nishihara, IDG World Expo/Japan executive assistant and manager, healthcare business, developed the idea for the event, which received support from prominent organizations such as The Japan Association for Medical Informatics; the Japanese ministries of health and welfare, and international trade and industry; the U.S. Embasssy and the American Electronics Association.

As IDG World Expo/Japan President **Setsuro Tamai** noted in his opening address, "One of IDG's missions is to introduce IT to as many people as possible. We believe that the combination of our competitive information services and our convention services can contribute to the promotion of information-oriented medicine not only in Japan but also overseas."

Next year's event will be held Sept. 12-14.

ON LINE



FRANK CUTITTA

IDG Marketing Services' managing director/international is this week's guest columnist. (frank_cutitta@idg.com)

Q It's been about a year since the integration of what was International Marketing Services into the broader IDG Marketing Services. Could you describe how the IMS teams mesh in the U.S. and internationally?

A Simply put, the new IDG Marketing Services (IMS) is composed of both international advertising sales groups and client services groups. The global ad sales group is responsible for the same book-level page-selling as any international or domestic publication. The only difference is that the IMS ad sales team is responsible for 275 publications and 135 Web sites across 75 countries.

The ad sales group is complemented by a client services group within each IMS regional headquarters. While each client services team has a different character and organizational structure based on regional differences, their shared mission is to develop marketing partnerships with IDG's key accounts and growth accounts that result in incremental revenues for IDG's publishing units. These marketing partnerships (sometimes referred to as "big ideas") are tailored to very specific client needs that have been unearthed as the result of a very intimate relationship between IMS and the advertiser and their agencies.

With the formal integration of IMS international ad sales and client services, we have in essence expanded our sales coverage within key and growth account segments by an order of magnitude. Given their very focused corporate account priorities, IMS client services is able to suggest "big ideas" that are scaleable on a global or regional basis. In many cases these projects include or are centered around supplemental display advertising or special inserts. A great example of this synergy is the recent launch of the 20-page CW/Global Innovators editorial supplement spearheaded in the U.S., sponsored by IBM, and running four times in 1997/98 in 13 *Computerworlds* around the world in the local language. Another example is the Unisys supplement, research and seminar series created and executed by IMS/EMEA across 20 IDG titles in Europe, which also leveraged IDC research capabilities.

These projects were all marketing partnership team efforts between IMS sales, IMS client services and the respective publishing and research units in each country. These global account teams literally "created" incremental revenues that would have not been allocated to IDG otherwise.

You are known as a fairly voracious Internet user. How do you see the evolution of the 'net benefiting IMS and its global client base?

I think it is an absolutely critical tool for international marketers and students of intercultural communications.

I personally feel that IMS' mission is to teach our clients how and where to use the Internet to develop more effective international sales and marketing strategies at the 1:1 marketing extreme, at the global broadband extreme and at the gradients in between. This is a critical precursor to using the Internet as a source of revenues based on global electronic commerce.

We currently have three key initiatives under way that emphasize IDG's global reach, its use of current Internet technology and its expertise in international marketing best practices.

The first is a Virtual Focus Group project that enables select clients to test creative concepts, copy and brand awareness on a proprietary IDG Web site using selected sets of IDG publication and/or Web site audiences around the world. The second project is a Global Creative Showcase that will enable IDG clients to review the most current global print advertising campaigns appearing in IDG publications and banners appearing on IDG Web sites worldwide. This will be delivered both on the Web and in hard copy formats. The last project is a push e-mail broadcast to clients and interested subscribers called Global IT Marketing Tips of the Week, which provides clients and colleagues with a variety of "do's and taboos" of global IT marketing as well as hyperlinks to internal and external resources on global marketing.

Obviously all of these initiatives have as an end result the goal of capturing more print and banner advertising in IDG's international properties. Experience tells us that clients will place more advertising if they sense greater assurances that their international message and brand image are presented in a consistent yet culturally sensitive manner in targeted media.

Rumor has it that you have one of the largest collections of airline distress bags in the country. Fact or fiction?

I prefer to call them Airline Happy Meal Bags, but you are correct. This collection actually started in the early '80s but took on a whole new meaning when I started flying Aeroflot regularly during IDG's early Soviet Union days. Thanks to the likes of the peripatetic Tim Clarke and David Hill [of IDG International Publishing Services], I have now developed a rather extensive network of suppliers to supplement my own travels. . .and I'm always looking for more.

In my own "sick" way I regard these bags as a marketing art form at the most basic human level. My favorite is a combination air distress bag and film return mailing envelope from Ansett Airlines in Australia. The three that every serious collector must have are the Air Force One Bag, the Soyuz Space Lab Bag and NASA Space Shuttle Bag. Given that all three would require a serious breach of government security to obtain, I really can't comment publicly on how our taxpayers' dollars have gone toward goldleaf presidential seals on government issue Air Force Happy Meal Bags!

Tech Girl Leads IDG Books into Girls Market

With the release of *Tech Girl's Internet Adventures*, IDG Books' Computer Publishing Group breaks ground on two new fronts: the children's market and, more specifically, the female half of that market.

Executive Managing Editor of CPG **Terry Somerson** said *Tech Girl's Internet Adventures* is a guide to great Web sites for girls from ages 8-14. The hip, pony-tailed character Tech Girl narrates, leading readers through cyberspace, introducing them to more than 100 girl-oriented Web sites and giving them step-by-step instructions on using e-mail and other Internet technology.

Research reported in the Oct. 23, 1996 issue of *Newsweek* shows that for every four software programs parents buy for sons, they buy only one for daughters, even though girls and boys ages 6-10 spend the same amount of time on computers. In addition, computer usage by girls drops off at the age of 10.

Tech Girl's Internet Adventures attempts to combat these statistics by empowering girls in the world of technology.

Somerson emphasizes that the book is more than just a Web directory. *Tech Girl* encourages girls to use the Internet to explore and communicate with other girls around the world and to learn about themselves while they learn about computers. Girls can pick up the book and read it without being near a computer since it also contains profiles of girls the readers' ages as well as of successful women, such as writer Gloria Steinem, Mattel Co-founder Ruth Handler and Executive Vice President of Walt Disney Motion Picture Group Bernardine Brandis.

Girl Tech
FROM THE CREATORS OF THE AWARD-WINNING WEB SITE—CLUB GIRL TECH (WWW.GIRLTECH.COM)
Tech Girl's
INTERNET
ADVENTURES
A GREAT EXPERIENCE FOR GIRLS—AND THEIR PARENTS!
An adventure - filled & fun way for girls to learn about the Internet and technology
aluable Internet tools on CD!

Somerson emphasizes that the book, which was released in February, achieves all these goals in a way that is fun.

"It's a very active book," Somerson said. "Included with it is a CD that lets girls create their own Web pages. The book is colorful, visually appealing and designed to encourage girls to play without a fear of breaking something."

The book was written by staff at Girl Tech, a company founded by Janese Swanson, one of the developers of the geography-oriented television show *Where in the World is Carmen San Diego?* Girl Tech created the fictional character Tech Girl and is working to develop a line of toys featuring the character.

Although there are no definite plans, Somerson said more books are possible depending on the reaction to the first book. "There is a great potential for this book if the Tech Girl character does well," she said.

IDG BOOKS

continued from page 1

on the Web or joining a teen on a virtual campus tour as he or she explores college opportunities.

Another challenge was trying to attract the people who were spending the money — the parents — while still appealing to the children. The bright green, yellow and blue covers of the books are intended to catch the eyes of younger readers.

The Dummies Family Series is garnering attention from the media, having been featured in March on CNN's "Parenting" television show and being awarded a Family Channel Seal of Quality.

The seal is given to products that the Family Channel feels assure positive family entertainment.

As part of this award, on April 4 the series was featured in a Family Channel print ad in *USA Today* and on the station's cable TV show. It was also displayed on the Family Channel's Web site (http://www.famfun.com).

Three more books in the series are in the works and scheduled to hit bookstore shelves in June: *PCs for Kids & Parents, Macs for Kids & Parents* and *Creative Web Pages for Kids & Parents.*

MEET THE FAMILY

The first three titles in IDG's Dummies Family Series each approach a different subject related to how families can use the computer together.

- ***Great Software For Kids & Parents.*** **This first book in the series is a lifesaver for parents baffled by the shelves of new computer products advertised for kids ages 2-12. Included are tips for identifying and using great software for schoolwork and fun, which match children's ages, learning levels and hobbies.**
- ***TakeCharge Computing for Teens & Parents.*** **Written with teens ages 12-20 in mind, this book helps teens and parents take charge of their schoolwork, hobbies and their lives by guiding them to the most relevant, fun and informative resources available through software and via the Internet.**
- ***The World Wide Web for Kids & Parents.*** **Designed as a guide for every family interested in venturing online, this book contains information such as how to use Netscape Navigator or Internet Explorer for school projects or hobbies; how to listen to live concerts with RealAudio; and using the Internet to research term papers, locate sports stats and weekend getaways, understand medical symptoms and research family lineage, to name just a few of the topics explored.**

All books are $24.99. IDG employees receive a 30% discount off this price. To order call 415-655-3000.

IDG

Job Opportunities
Monday, May 5, 1997

Receptionist (MAC/PCW)

This candidate will be responsible for handling the switchboard, courier, and fax responsibilities, as well as greeting guests for multiple IDG companies in this San Francisco office building. This position requires a minimum of 1 year professional reception experience on a 12-20 line PBS or equivalent. ***Location: San Francisco, CA***
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: marisa_chow@macworld.com

Production Coordinator (CW)

The individual in this position will be responsible for the placement, quality assurance, and management of WWW content for @Computerworld. Other responsibilities include creation of WWW pages, analysis of site traffic, and exploration of new production tools and technologies. The ideal candidate should be organized, detail-oriented, and self-motivated. Expertise in HTML and internet tools are required. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Account Executives (CW)

Computerworld has several exciting opportunities for strong sales people on both the East and West Coast. The Account Executives' primary goals are to increase revenues, yields and market share by developing existing 2nd and 3rd tier accounts while prospecting for new business. Successful Account Executives will establish sales and service relationships with clients as well as influence media buyer/planner professionals at ad agencies and customer advertising specialists/managers. The individuals in these positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should understand the dynamics of interpreting and responding to market share reports and other territory data and must be able to prepare and execute presentations and special promotions independently. 1-3 years of proven ad sales experience is required. ***Location: TBD***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Regional Vice President (CW)

The individual in this position will direct the sales efforts of seven dedicated sales professionals covering the New York and New Jersey market. Account base includes all divisions of IBM, Computer Associates, AT&T, Lucent, Digital, and MCI among others. Requirements include 8-10 years of selling experience with high-tech accounts. Ability to motivate and manage senior sales professionals in a solutions selling environment is necessary. ***Location: Rochelle Park, NJ***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

National Account Manager (2) (ICE)

Internet Commerce Expo (ICE), the nation's fastest growing internet-focused Conference and Exposition business is seeking a highly motivated and innovative individual to handle new name account sales for exhibit and sponsorship activities. Ideal candidates will possess 3-5 years experience in trade shows or related sales. Strong IT vendor knowledge and/or vendor relationships required. ***Location: SF,SM/CA or Fram/MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Director, Data Communications Research (IDC)

This individual will be responsible for IDC's data communications research and product management. Key research areas are wide area switches (ATM, frame relay, TDM) and access equipment (ISDN, DSU/CSU, FRADs). Experience and understanding of how data communications equipment is sold to private networks and public carriers is critical. Research experience, ability to handle client inquiries, and public speaking ability is required. BA/BS and 5+ years industry experience required. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Manager of Systems & Communications (IDC)

We are looking for a strong team leader to join the management team of IDC's IS department. Working in concert with the applications and customer services teams, you will supervise the staff administering all server and data communication facilities. Responsibilities include management of a world wide communications infrastructure based on Lotus Notes and cc:Mail, of IDC's frame relay WAN with file and Notes servers at 7 US locations, as well as operation relational database engines and middleware. A demonstrated ability to design systems providing 7X24 access is essential. Documentation of systems and procedures, development and maintenance of change management routines are key responsibilities. The ability to reliably deliver results on time and on budget. Excellent oral and written communication skills are required.
Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Telecommunications Consulting Manager (IDC/LINK)

As Consulting Manager in the Telecommunications and Internet Consulting Practice you will work with clients to help define their custom research requirements and the methodologies most appropriate for obtaining the data they need to make strategic and tactical decisions. Your responsibilities will include all aspects of managing research projects from coordinating focus groups, executive interviews and surveys to managing the analyst team. You must enjoy the challenge of providing insight into data analysis and have the ability to edit final reports and presentations. As you become more familiar with the Telecommunications and Internet Consulting practice, you will help cost and price these proprietary assignments, propose the work to the client and then work with the IDC sales force to win the business. ***Location: NY or MA***
Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com@internet

Senior Applications Analyst (IDG)

The person in this position will be responsible for, or involved in, the upgrading, implementation, and client support of financial applications, including Computron GL, AP, CODA, AR, and TRS; development projects such as Budget and Forecast system on Arbor, and client/server reporting tools such as Impromptu and Powerplay. The successful candidate will have strong communication, planning, problem solving, prioritizing, multi-tasking and training skills, be able to work independently as well as with a team. Strong experience in working with applications such as Windows95 and Win 3.1, MS Word, Excel, Lotus 123 and Lotus Notes required. College degree in accounting, and 3 or more years in the accounting financial field preferred. Extensive experience with financial applications, relational databases, and report writing required.
Location: Framingham, MA
Contact: K. McPhillips, Fax: 508-935-4600, Phone: 508-935-4531, Email: kristen_mcphillips@idg.com

Acquisitions Editor - Dummies Trade (IDG/B)

Position exists to expand Dummies Trade Press, and responsible for acquiring authors, networking, research & development and marketing activities pertinent to the product. Qualified candidates will have a minimum of 3 yrs acquisitions experience. Book publishing experience is preferred and specialists in travel books are encouraged to apply.
Location: Chicago, IL
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Proofreader (IDG/B)

Will proof text for spelling, grammar, and style issues; finalize proofs for shipment; and interface with Project Coordination, Editorial staff, and Production staff. Will work with other proofreaders to accommodate work flow and produce a high level of work with minimal errors. Must possess excellent attention to detail, a degree in English, Journalism, or related field, and have working knowledge of Windows95 based computer applications. ***Location: Indianapolis, IN***
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: mboese@idgbooks.com

Special Projects Coordinator (IDG/B)

Major job functions include custom publishing projects, establishing online preprocessing procedures for providing Dummies Press books for our web site, working with Marketing to provide materials such as art for covers and cooperative advertising, providing internal company promotional pieces, and providing comp covers for sales conferences. Qualifications include printing or publishing experience in the area of project management; working knowledge of layout, illustration, and photo manipulation software; working knowledge of Internet resources and electronic information transfer methods; fiscal responsibility in work history as well as a general knowledge of accounting practices. Position reports to the Director of Production. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Marketing Specialist (IDG/WE)

Marketing professional familiar with all aspects of marketing communications. Responsibilities include the implementation of marketing and PR plans for national and international events, corporate communications and web site content management. Qualified candidate will have 3+ years direct mail and collateral production experience. Knowledge of tradeshow marketing preferred; IT industry knowledge a must. Macintosh proficiency and excellent verbal and written communication skills. ***Location: Framingham, MA***
Contact: C. Krajewski, Fax: , Phone: 508-935-4343, Email: ckrajewski@idgworldexpo.com

Reporter (IFW)

InfoWorld is looking for an energetic reporter to cover networking technologies and the way they are implemented in business. This position requires someone with a proven ability to break news, extensive knowledge of networking, and a keen interest in the technology. High-tech reporting experience either at a daily newspaper or in a computer trade publication is essential. ***Location: San Mateo, CA***
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Section Editor, Networking (IFW)

This position in InfoWorld's News Department manages day to day operations of the Networking News Section, assigning, reviewing, and editing stories. Requirements include 4+ years of publishing experience with a computer industry background and proven skills in breaking news stories, reporting and editing, as well as extensive Networking knowledge. Management experience preferred. ***Location: San Mateo, CA***
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Sales Associate (IFW)

The roll of this position is to assist in selling advertising to targeted accounts as well as working in partnership with the Account Executive in their territory. This job requires extensive customer service, administrative skills, and PC experience. ***Location: Bellevue, CA***
Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Network Services Administrator (IPS)

The Network Services Administrator is responsible for maintaining a stable and up-to-date communications and computing infrastructure for IPS applications. As the Network Services Administrator, you will identify, install, support, and enhance appropriate LAN, WAN, and Intranet technologies. You will develop and upgrade communication methods for remote users. You will manage vendor relationships for communication services such as Internet access, local and long distance voice. You will establish hardware, operating system software and configuration standards for end user workstations. You will also provide support to the IS Support Specialists in their handling of end user questions and problems. Ideal candidates will possess 6 years PC, Macintosh and network hardware support experience. Four years experience supporting Windows 3.11 and Netware. Knowledge of WAN, Intranets, Internet required. Experience supporting Windows95, Windows NT, Microsoft Office, Netscape Navigator, CompuServe. Experience with Lotus Notes a plus. Excellent organizational, interpersonal, and communication skills. ***Location: Boston, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Account Executive (MAC)

The ideal candidate for this position will be the inside partner of a selling team with two National Accounts Managers. Primary responsibilities will be to sell display advertising, as well as service assigned accounts in a designated territory and prospect and develop new accounts. Candidates should have a solid understanding of the Mac and IT market, experience working in or with high-tech companies, and excellent communication skills. ***Location: San Francisco, CA***
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: marisa_chow@macworld.com

Account Manager (NW)

We are looking for an experienced sales professional to join the Direct Response Department. Responsibilities include generating and maintaining a territory in Network World's Marketplace, Intranet Magazine's Webwares and Response Card Deck representing revenue of approximately $750K to $1M in revenue. Managing a territory of existing accounts, prospects and generating new prospects is required. Qualified candidates should possess a minimum of 3 years of inside or outside proven sales experience in advertising or the high-tech industry. Some travel required. ***Location: Framingham, MA***
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Sales Associate (PCW/WEB Magazine)

To support the Eastern Ad Director in all administrative facets of advertising sales, to include clerical support, office support, customer service, and general support as needed. To work as a team member with Account Managers helping sell display and marketplace advertising. Must be PC literate and have a good knowledge of Word for Windows and Excel for Windows. Must be organized, detailed oriented, and must possess excellent written and verbal communication skills. Must be able to prioritize and adapt quickly to a multi-task, fast paced environment. ***Location: Newark, NJ***

Contact: R. Meagher, Fax: 201-645-9486, Phone: 201-645-9487, Email: rob_meagher@pcworld.com

Content Editor (Web Shopper)

Reviewing all Web Shopper editorial material for technical accuracy and clarity, writing and editing text as assigned and technical content development. Responsible for gathering, editing, and placing technical editorial content relevant to buyers purchasing IT products on the Web Shopper site. Content will include material gathered from IDG publications, vendors, distributors, resellers, and online sources. Create original content to be used to help shoppers make informed buying decisions. The candidate must have strong working knowledge of PC hardware and software, writing and reporting experience with computer and/or business publications as well as strong editing skills. An English, Journalism, or Technical degree is desirable. ***Location: San Francisco, CA***

Contact: A. Eisner, Fax: 415-975-2616, Phone: 415-974-7436, Email: andrew_eisner@webshopper.com

Regional Advertising Director (Web Shopper)

The Regional Ad Director will be responsible for establishing relationships with, strategic selling to, and developing long-term business partnerships with key WEB SHOPPER clients. S/he will be expected to quickly master the business's sales approach and sales strategy, become familiar with online technology, understand audience measurement techniques, interpret research, capitalize on the advantages of online vs print, and know how to successfully differentiate and sell competitively in predominately consumer markets. As the business is in launch, there will be little administrative support and heavy travel and client loads will be the norm. Successful candidates should have proven sales expertise, excellent communication and organizational skills, and the discipline to work independently and stay motivated with minimal supervision. A background in marketing and research, and a track record of successfully selling into retail and consumer (in addition to technology markets) is recommended. Previous online space sales experience a plus.

Location: San Francisco, CA

Contact: D. Ezequelle, Fax: 415-975-2631, Phone: 415-267-4560, Email: david_ezequelle@pcworld.com

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Where to find a complete list of job opportunities across IDG:

1. Lotus Notes - Job Opportunities Database
2. IDG Central - http://idgcentral.com
3. IDG Home Page - http://ww-.idg.com
4. Job Hotline - East Coast ⇨ 508-935-4406 West Coast ⇨ 415-978-3100
5. Monday, May 19, 1997 edition of the World Update

AIDS PLEDGE WALK IS SUNDAY JUNE 1

Dear IDG Friends:

I have lost so many friends to AIDS over the past 10 years that I have a chorus of Angels in my house. They sing to me every night as a reminder to never forget their memory.

Don't you also have an Angel or know someone who has been touched by the loss of a loved one to AIDS? Or maybe you just know that this is an essential cause and it is important now, more than ever, to show your support.

The 12th annual AIDS Pledge Walk will take place in Boston on Sunday, June 1. IDG and its employees have been steadfast contributors for the past seven years, and we encourage you to continue in your already solid footsteps.

The 10-kilometer walk (that is 6.2 miles for the metrically impaired) begins at 9:00 a.m. on the Boston Common, winds its way through Brookline and Cambridge and ends at the Hatch Shell on the Esplanade with snacks and a concert. All along the route is encouragement and inspiration as bands play and people sing. Not only are you doing a wonderful thing, but it's also great fun.

IDG will provide bus transportation from Framingham to Boston on Sunday morning. The bus, which will hold 45 people on a first-come, first-served basis, will leave at 7 a.m. sharp and return from Boston at 3:30 p.m. You are encouraged to reserve a seat by contacting any team captain. These wonderful people who are serving as team captains this year are:

Patty White, Computerworld: 617-820-8169
Allison Stamm, IDG Research/List Services: 508-370-0850
Sally Reinfeld, IDG: 508-935-4423
Michelle Byda-Attahir, IDC: 508-935-4547
Donald Young, CSC: 617-534-1205

Captains for Network World, CIO, IMS and IPS are to be determined and will be announced later. Pledge sheets will be available from team captains the week of May 5. Pledge sheets and money are due back to team captains by May 29. Don't forget to fill out your IDG matching contribution forms!

IDG is, in fact, the AIDS Action Committee's third largest corporate sponsor and has collected close to $300,000 in the fight against AIDS. All IDG walkers are encouraged to meet under the IDG banner at the end of the opening ceremonies in order to show our support together.

We are only at the end of the beginning in the fight against AIDS. We cannot let complacency lull us into thinking that research is on its way to finding a cure. This is a critical time and much more needs to be done. Please remember, the money you raise and the support you show by your presence at the walk is a gift you give to the Angels.

With much thanks,

deb Suzanne

Deb Goldstein with Suzanne LePage - IDG Co-chairs

Anyone with questions may contact Deb Goldstein at 508-370-0820 or e-mail at deb_goldstein@idg.com or Suzanne LePage at 617-423-1125 or e-mail at suzanne_lepage@idg.com.

to meet god

in ancient times they
attempted a tower to meet god.
as their demise was different
tongues; so was the invention
of our prejudice.

and in that prejudice we still
build a tower of souls
to meet god.

they are cast out one by one
destined to make the climb to
be the next brick.
hopeful they could be the soul
that reaches the final heaven.
but it's never enough.

and as they die
we march in our cities.
and healers place their bandages
and we march.
our millions of footprints are not enough.
our voices, our choir
rising up to meet god.

i see the tears of my friends as they
visit the churches of those passed on
before them.
they only cry for themselves now.

there is no hope to meet god.
i hear them silently pray for
the salvation of their souls
fearing the worst
as there is nothing more separate
than the sky.

- Deb Goldstein

Colleagues from *PC Worlds* in Asia Share Best Practices

Second of three *PCW* product line meetings includes vendor presentations

MORE THAN 40 IDG EMPLOYEES FROM IDG OFFICES IN ASIA AND THE U.S. TURNED out for the PC World Product Line Meeting in Tokyo last month.

Information-sharing among IDG colleagues was the main name of the game, but thanks to the efforts of host office IDG Japan, the recent PC World Asia Product Line Meeting included another dimension that differentiated the meeting from past sessions.

IDG Japan arranged for three local companies — NEC, Epson and Fujitsu — to host luncheon or dinner sessions at the PCW meeting, which was held April 9-11 in Tokyo.

IDG participants from *PC World* publications, as well as guest speakers from *PC World* U.S., IDG Marketing Services/U.S. and the IDG News Service, had a chance to mix with high level executives from the IT companies and preview the latest products and technologies they offer.

However, as *PC World India* Managing Editor **Murli Menon** put it, "The most impressive part about the *PCW* meetings is that everyone is keen to openly share ideas and information on any facet of publishing. It gives us the feeling that we belong to one global *PCW* family."

Flora Chen, chief editor of *PC World /Windows World Taiwan*, said suggestions on building circulation and how to create a successful Web site, using PC World Online in the U.S. as a model, were the most valuable elements of the meeting for her.

Other topics discussed at the meeting included sales tactics and new revenue opportunities for the *PCW* product line; the launch and positioning of *The Web Magazine* in the U.S., as several Asia business units are considering publishing local editions; online publishing as a method to extend print brands; and how *PC World* U.S. is integrating print and online editorial.

For more information on the PC World meeting, contact **Angie Weber** at angie_weber@pcworld.com.

BEACH

continued from page 1

Beach will be working closely with **Morten Hansen** and **Siri Herud** of the CW Global Product Support Center in Norway.

Mike Rogers, most recently *CW*'s publisher, brings more than 20 years of high-tech marketing experience to his new role as CW, Inc. president.

CALENDAR

May 18-21
WebMaster Perspectives Conference
Miami
Contact: Lynda Rosenthal, CIO
lyndar@cio.com

May 12-14
European Global Summit
Istanbul, Turkey
Contact: Karen Battley, IMS/EMEA
karen_battley@idg.com

May 20-22
PC World Product Line Meeting
Amsterdam, The Netherlands
Contact: Angie Weber
angie_weber@pcworld.com

June 2-4
IDG Asia-Pacific Managers Meeting
Hong Kong
Contact: Marion Kibbee, IDG
marion_kibbee@idg.com

June 11-13
CW/IW Product Line Meeting
Malta
Contact: Siri Herud
s.herud@idg.com

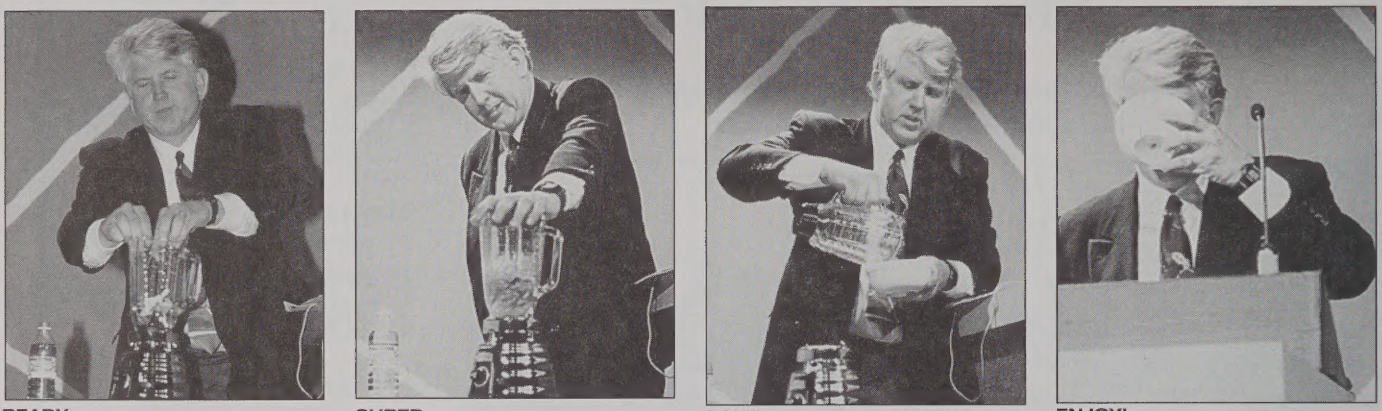
June 19-21
Electronic Entertainment Expo
Atlanta
Contact: Mary Dolaher
mdolaher@mha.com

June 19
IDC Electronic Gaming Briefing (E3)
(in conjunction with *GamePro*)
Atlanta
Contact: Dara Queen
dqueen@idcresearch.com

June 20
IDC Electronic Gaming Briefing (E3)
(in conjunction with *PC Games*)
Atlanta
Contact: Dara Queen
dqueen@idcresearch.com

June 27-29
IDG European Managers Meeting
Amsterdam
Contact: Marion Kibbee, IDG
marion_kibbee@idg.com

Defiant to End, Metcalfe Heeds Call to Eat Words



READY... SHRED... POUR... ENJOY!

JAY BLAKESBERG PHOTOS

Bob Metcalfe's paper-based snack garnered coverage from Reuters, CNN, C|Net, The Washington Post, USA Today and other media outlets.

Bob Metcalfe recently demonstrated that he is a man of his word — and that he is willing to literally eat those words, if necessary.

In his Dec. 4, 1995 *InfoWorld* column, IDG's vice president of technology and *IW* executive correspondent said, "I predict that the Internet. . .will go spectacularly supernova and in 1996 catastrophically collapse." During last year's World Wide Web conference in Boston, Metcalfe promised that if, in his judgment, the Internet did not collapse during 1996, he would eat that column at the next Web Conference.

On April 10 in Santa Clara, Metcalfe delivered the wrap-up address before an audience of Internet partisans. He defended his prediction, arguing that though the "gigalapse" (more than a billion lost user-hours in a single outage) had not occurred, major problems at America Online, Netcom On-Line and BBN Corp. had resulted in millions of lost service hours.

Metcalfe left the final decision about his gastronomic pledge up to the audience, which showed no mercy, chanting "Eat, baby, eat!" He then ripped out the page with his column, deposited it into a blender filled with water that he had hidden behind the podium and hit "start."

"Yes, I ate it all," [after being assured the ink was non-toxic]. "It looked pastey and tasted horrible and went down, all the way down, like a lump," he said.

IDG Marketing Services, IDC Team Up for Seminar

IDG Marketing Services and IDC have collaborated on a new seminar series that will showcase IDG's international marketing expertise.

"Global High-Tech Marketing: Maximize Your Impact" is a complimentary half-day event in three U.S. cities for a broad cross section of IDG clients and prospects.

The goal is to provide high-tech marketers and media buyers, planners and account executives with the tools for better promoting their products around the world while also presenting IDG's knowledge and resources.

Highlights from the agenda include:

- *Global IT Markets: What's Hot and Where.* **Chris Fell**, director of international research for IDC, will show attendees how to use IDC's groundbreaking Information Society Index to channel worldwide opportunities. The index focuses on the 55 countries that account for 99% of all IT spending and benchmarks where they stand in their ability to access, absorb and effectively take advantage of information and information technologies.

- *International Creative: Striking the Cultural Balance.* **Frank Cutitta**, managing director/international, IDG Marketing Services, will evaluate global creative and explore the complexities of intercultural messaging.

- *Reaching International IT Buyers: The Right Marketing Mix.* Staff members from BOSS-Ltd., a leading global marketing organization, advise how to select the right mix and fine-tune media strategies for expansion into new markets.

- *Going Global: Hewlett-Packard and Saatchi & Saatchi.* Staff from Hewlett-Packard and its international advertising agency, Saatchi & Saatchi, will describe how they created a consistent message and maximized advertising across more than 40 countries.

Seminars will be held on May 19 in New York City (Marriott Marquis), May 28 in Irvine, Calif. (Hyatt Regency) and May 29 in Santa Clara, Calif. (Westin Hotel).

All seminars will run from 8:00 a.m. to 12 p.m.

IDG clients who are in the IMS database have received formal invitations already.

If any IDG employee knows of other clients or prospects who may be interested in attending, contact **Volker Heistermann** at IMS at tel: 415-676-3041 or send an e-mail to volker_heistermann@idg.com.

NOTEWORTHY

PROMOTIONS

IDG WORLD UPDATE

DUBE

International Publishing Services' **Carianne Dube** has been promoted to office administrator. "Carie will continue to handle her reception duties along with new building management tasks," said Business Manager **Jim Sullivan**. "Over the past few months Carie has also taken over responsibilities related to the global product support services IPS provides. I am sure she will become a terrific office administrator," Sullivan added.

Sandra Gittlen has been promoted to senior copy editor at *Network World*. "Sandy has been promoted in recognition of all her hard work on the copy desk," said *NW* Managing Editor **Michele Caterina**. Sandy joined *Network World* as a copy editor in December 1995. She previously worked for WGBH in Boston.

NEW EMPLOYEES

GamePro Media Group welcomes three new employees. **Denise Wade** has started with GamePro as a sales coordinator in the New York office. Denise previously worked as an administrative assistant/travel agent for Apex Travel arranging group travel, working on special travel projects and enforcing travel policies. Denise trained as a travel agent at Go Western Travel School and has also taken graphic design classes at the Macintosh Learning Center. Outside the office, she enjoys photography, music, travel, basketball, working out, fine dining and art.

CLAUDIA FUNG

McCLOSKEY

Suzanne McCloskey is the circulation director at GamePro. She previously held a similar position at Circulation Specialist, Inc. handling circulation strategy and development on three consumer publications. At IDG, she is responsible for planning and organizing all circulation activities for GamePro. Suzanne has a B.S. in education with a specialty in speech pathology from Northeaster University. Outside the office, she enjoys hiking, biking and yoga.

Natale Russo is the circulation/distribution specialist for *GamePro* and *PC Games*. Previously circulation manager at Stamats Communications, Natale enjoys gaming, model building and writing science fiction and horror stories.

ODESSA GUEVARA

PENSLIEN

Edmund Penslien has started with IDG Books Worldwide in Foster City, Calif., as a graphics/production specialist responsible for graphics and page layout. Prior to joining IDG, Edmund worked as a freelance designer in the newpaper publishing industry. He has a B.A. in communications from Rowan College of New Jersey. Edmund's interests include music.

Michael Loh has joined IDG Research Services in San Francisco as an administrative assistant to support Vice President/Director of Research **Gary Rocchio** in fulfilling the media research needs of IDG's west coast publications. Michael is originally from Malaysia and honed his survey research skills while working on his M.A. in political science at Northern Illinois University.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS

José Miguel Perez - IDG Venezuela

ELEVEN YEARS

Bartolomé Robles - IDG Venezuela

TEN YEARS

Julio Attala - IDG Argentina

NINE YEARS

Judith Schultz - Computerworld
Norma Mena - IDG Argentina

EIGHT YEARS

Jodie Naze - Computerworld
Joyce Ferranti - Computerworld
Rhea Stafford - IDG Central Services

SEVEN YEARS

Claudia Sans - IDG Argentina

SIX YEARS

Cathleen Gagne - Computerworld

FIVE YEARS

Hajnal Fikó - IDG Hungary
Katalin Zimányi - IDG Hungary

FOUR YEARS

Dennis Sheridan - PC World
Paul Devine - Macworld
Gerald Wee - IDG Singapore
Emmanuel Bustamante - IDG Venez.

THREE YEARS

Ken Ball - IDG Books
Jamie Maroney - IDG Books
Trena Kendall - IDG Books
Carol Mullen - Computerworld
Shannon Dempsey - Computerworld
Maria das Gracas Pereira - IDG Brazil
Jaroslav Vydra - IDG Czechoslovakia

TWO YEARS

Carolyn Welch - IDG Books
Anne Hamilton - IDG Books
Robert Springer - IDG Books
Lisa Radler - PC World
Julian Weatherby - PC World
Daniela Arthur da Costa - IDG Brazil

ONE YEAR

Özgül Kablan - IDG Turkey
Stephanie Koutek - IDG Books
Sharon Gaudin - Computerworld
Richard Saia - Computerworld
April Jacobs - Computerworld
Stephen Beale - Macworld
Caroline Sedgwick - IDG Australia
Daniel de Blas - IDG Spain

CELEBRATING 10

Shannon Dolan

HOME: San Francisco, Calif.

JOINED IDG: November 1986, account manager, *Macworld*, Chicago office.

CAREER PATH: Moved from Chicago to San Francisco in 1990 to be the director of international sales for *Macworld*. Promoted to VP, director of sales in 1992. Promoted to VP, associate publisher in 1993. Resigned from *Macworld* in January 1995, took six months off to explore and enjoy the Bay area, ski and travel (for fun, not business) and spend time with my family. Joined *InfoWorld* in June 1995 as director of business development.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? Great people to work with who are smart, honest and have fun on the job! New opportunities that have enabled me to always be learning and growing.

INTERESTS OUTSIDE THE OFFICE: Running, bicycling, rollerblading, golf, skiing, reading, going to new places and exploring new parts of the Bay area.

MOST REWARDING THING YOU'VE EVER DONE? Tutored children from the Cabrini Green housing project in Chicago. It gave me the ultimate appreciation for my education and the family environment I was surrounded by growing up.

FANTASY JOB: Program director at a progressive rock radio station.

LAST GOOD DEED YOU DID? Bought lunch for the homeless guy who hangs out at Grand Central Market. I never give him money but buy him lunch or dinner frequently.

FIRST JOB OUT OF COLLEGE? Management trainee for The Westin Hotel, Chicago. Little did I know I'd be sleeping in Westin Hotels all around the country on a regular basis!

IDG CHAIRMAN PAT MCGOVERN ESCORTS INFOWORLD'S Shannon Dolan to dinner at the Ritz-Carlton in San Francisco in honor of her 10 years of service to the company.

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE? Olive, my "kitty-dog"! (My cat who thinks she's a dog.)

IF YOU WON THE LOTTERY TOMORROW, YOU WOULD: Keep working, donate some of the money to my favorite charities including my high school and take my nieces and nephews to a dude ranch in Idaho for a week!

MANAGER'S PROFILE: "Shannon has been a powerful contributor to IDG for many, many years, and she continues to produce big results at *InfoWorld*. Her intellect, sales and marketing skills and her ability to get things done are second to none. It is a pleasure working with Shannon and having her as a key thought leader at *InfoWorld*.

- ***Steve Moylan**, publisher, InfoWorld*

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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May 12, 1997

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Atlanta is First Stop on ICE 1997 World Tour

A DISTINGUISHING FEATURE OF ICE IS ITS INTERNET OPEN AWARDS, WHICH HONOR *innovative, real-life installable applications. Among the winners at ICE/Atlanta were two divisions of Deloitte & Touche. Accepting the awards on behalf of the company were Todd Wood (second from left) and Marcelo Fogaca M.D. (third from left). They are flanked by former Computerworld President* ***Gary Beach*** *(now IDG senior vice president) and* ***Tim Horgan*** *(r), webmaster for CIO and WebMaster. Computerworld is the official sponsor of The Internet Open.*

The Internet Commerce Expo (ICE) recently completed the first leg of its 1997 "World Tour" with a successful four-day run April 8-11 at the Georgia World Congress Center in Atlanta.

Attendees packed the center's grand ballroom each morning to hear keynotes from industry luminaries who came to ICE to address critical Internet issues. Featured keynote speakers included Irving Wladawsky-Berger, Ph.D., general manager, Internet Division, IBM; Bob Herbold, Ph.D., executive vice president and chief operating officer, Microsoft Corp.; and Bill Kelly, senior vice president, Silicon Interactive Group, Silicon Graphics, Inc.

Once again the popular ICE Special Events attracted leading executives to participate on its panels, with members of several IDG business units playing

• CONTINUED ON PAGE 5 •

First European Online Meeting Addresses Web Needs

Common online problems and needs across IDG's European business units were the focus of the first European Online Meeting (EOL) held April 9 in Paris.

Organized by **Florence Schmit** of IDG Marketing Services/Europe, Middle East, Africa and IMS' Client Services Team, the one-day conference was attended by approximately 40 employees from 15 countries, including IDG European online publishers, advertising sales executives and webmasters.

In addition to technology sharing, the EOL meeting addressed the needs of IDG's European offices and clients in the areas of online advertising and other business issues. Regional market trends were discussed, along with regional telecommunications issues that greatly affect the growth of European acceptance and usage of the World Wide Web.

Victoria Anderson, director, Global Web Support Center (GWSC), said overall, the meeting was incredibly productive.

"It was a great example of sharing and there was some very honest dia-

• CONTINUED ON PAGE 4 •

IN BRIEF

New in New Zealand

***PC World's Web Guide* on sale in July**
New Zealand Web surfers will soon have at their disposal a new resource from IDG New Zealand to help them locate the hottest new sites. *PC World's Web Guide* will debut on newsstands July 14. *Web Guide* will contain reviews of 500 Web sites around the world, covering a wide range of interests and topics. For more information contact **Kerry Dodds** via e-mail: kerry_dodds@idg.co.nz.

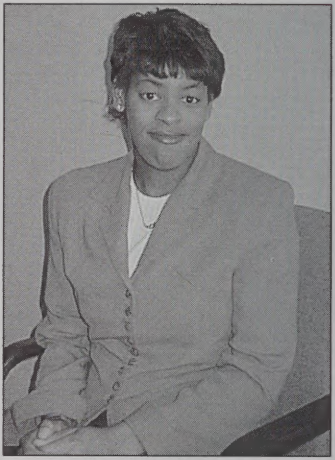
Happy Birthday @IDG; @IDG 2.0 Out Soon
IDG New Zealand's Web site @IDG (http://www.idg.co.nz) turns one year old this month after recording phenomenal growth in its first 12 months. Visitor traffic to the site has increased at 21% a month, or 778% over the year. In its first month @IDG recorded 4,200 visits while in the past month @IDG recorded 27,000 visits. (A visit is recorded once only for each unique IP address that accesses @IDG.) Meanwhile @IDG will soon unveil a major revamp of design and structure that will improve the site's utility and ease of use.

***PC World* Newsstand Sales Stronger Than Ever**
PC World's commanding lead in newsstand sales has grown even greater since last year. Comparing early newsstand figures for the first two months of 1996 and 1997, *PC World's* sales have grown a full 31%. In the same period, *PC World's* nearest competitor in readership actually sold fewer copies over the counter than last year, and the third contender, while registering a modest sales increase, continues to sell less than half as many copies as *PC World*. In fact, combined newsstand sales of *PC World*'s two monthly competitors fall short of *PC World's* newsstand sales total.

***PC World* PLUS! Hits the Market**
PC World's new CD-ROM venture, *PC World* PLUS!, is now available. The CD-ROM is given to new and renewing subscribers at no charge. Subscribers may also purchase a subscription to the CD-ROM series — a new CD-ROM will be issued every quarter — for $29.00 for four discs. After only a couple of weeks on the market, nearly 100 orders have been received. The CD-ROM features Internet plug-ins and utilities, demos and games. For more information, contact **Stephen Wright** via e-mail: stephen_wright@idg.co.nz.

The information contained in this column was submitted to IDG World Update by IDG New Zealand Marketing Manager Alec Brown. World Update welcomes such submissions from any business unit. Please send your information to: world_update@idg.com or fax it to: 617-423-0712.

Network World Canada Reporter Honored



NETWORK WORLD CANADA'S *Deanne Gage.*

Network World Canada Senior Writer **Deanne N. Gage** was among those recently honored by Andersen Consulting at its Business Technology Writing Awards for 1996 event on April 10 in Toronto. Gage's article, "Casino gambles with mission-critical ATM," was judged the best story of 1996 in the category of Technology and Trade Publications.

The story, which appeared in the July 5, 1996 issue of *Network World Canada,* detailed the implementation of an Asynchronous Transfer Mode network at Casino Windsor in Toronto.

Gage, who has been with *Network World Canada* for 18 months, was among five winners honored. The Andersen Consulting awards recognize excellence in business technology writing in Canada and are the only awards in Canada specific to the industry.

The full text of Gage's article appears on *IDG World Update Online* available on IDG Central on the Web or on Lotus Notes.

Book Boom Hits IDG Turkey

IDG Books Worldwide's *...For Dummies* series made its debut in Turkey recently with three titles being published.

PCs for Dummies, Word for Windows 95 for Dummies and *Excel for Windows 95 for Dummies* have been translated into Turkish and are available now.

Fatih Yilmaz, director of the books department at IDG Turkey, expects the response to the books to be very positive.

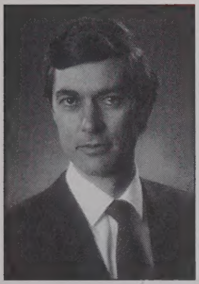
"Through the end of 1997, we plan to publish 15 to 20 books from the *...For Dummies* series," he said. "I think Turkish people will greatly enjoy these books."

Yilmaz said the closest Turkish equivalent for "dummies" is "acemiler," which means "inexperience" in English.

IDG Books Turkey also publishes a *Simplified* series of books. The Windows 95 title from this series, which will be published in a third edition this month, is poised to set a record for the Turkish market: No other Windows 95 book has ever had a third edition printed in that market.

Each edition of the Windows 95 title has sold 3,000 copies.

ON LINE



KIRK CAMPBELL

IDC's president and CEO is this week's columnist.

Q IDC management has been involved in strategic planning meetings recently. What's being discussed?

A IDC management's goal is to achieve major improvements in IDC's profitability over the next three years. IDC's bottom-line performance actually has improved every year since 1990. We would like to continue and accelerate this trend in the next several years, and a group of senior IDC managers has been meeting over the past several months to develop key strategic directions and action plans. Our plan is to finalize and launch these new action plans in June in time for the annual business planning process. In the meantime, I can give you a preview of some of the likely future directions that will drive higher profit margins.

We will focus our research analysts on more "one-to-many" rather than "one-to-one" activities. For example, IDC plans to aggressively increase the number of research teleconference briefings for customers. Teleconference calls are a more efficient way for IDC to provide analyst insight to customers vs. one-on-one phone calls. Another way we are looking to boost analyst productivity is to transfer some customer inquiries to a group of inquiry specialists who will be able to provide faster turnaround for basic inquiries. We still plan to allow customers to call research analysts directly for their insights, since this is a key competitive advantage for IDC. Our new approach will be to offer customers a choice. If customers have a relatively routine question, they can call an inquiry specialist who works regularly with their company. Or, if they have a more complicated question or need an immediate update on the competition, they can continue to call senior analysts directly. We believe that this new approach will raise IDC's overall service quality to customers (and our renewal rates) while allowing IDC to handle inquiries more efficiently.

In terms of IDC's research coverage, we plan to provide greater guidance and training on what research topics analysts should be covering in their programs. We will focus more analyst time on providing higher value content which will include more time spent on analyzing and forecasting the future and less time collecting data on historic trends. We want to make certain that all IDC research programs address the top questions of our customers about future opportunities.

We also are planning to improve the business management of our research programs. We are establishing a life cycle for a typical program and will ask each product champion to manage the revenue growth and profit margin for his or her program according to where it is in its business life cycle. For example, a mature research program that has fully penetrated the available customer base will be managed for maximum profitability, while a start-up program will be expected to meet aggressive growth targets. This new, more differentiated approach to business planning will ensure that IDC product champions will be managing to longer time horizons and that IDC will be investing in the highest growth and margin research areas.

That's just a preview. Stay tuned for more news in June.

IDC reorganized its sales force last October. Has this been a success?

Previously, IDC's U.S. sales force had been organized mainly on geographic lines. As of Oct. 1, 1996, we divided the team into three groups focused on types of customers and prospects. "Global Accounts" sells to IDC's 20 largest customers on a worldwide basis. "Strategic Accounts" sells to 250 mid-size IT vendor companies as well as smaller IT suppliers. IDC sales staff in this group specializes in industry areas such as software, hardware and telecommunications. The third group, "Growth Accounts," focuses on selling to non-traditional IDC customers including end users in Fortune 1000 companies and government, financial institutions and other large companies interested in IT trends.

Based on six months of actual selling experience, the new IDC sales organization is providing for both greater sales coverage and focus. The Global Accounts group is driving major increases in business with the largest U.S. IT vendors, particularly in growing our Asian, European and Latin American business with these companies. The Strategic Accounts group is booking significant new business with our mid-size accounts — many of which we hope to grow into Global Accounts. The Growth Accounts group is making excellent progress bringing in new financial and end-user customers to IDC and thereby diversifying our client base.

We also implemented in Europe last October a new regional selling strategy. IDC now has an assigned European sales professional for each major account. This European regional account management program is managed by Keith Henry, IDC U.K. managing director. Due to the improved regional sales coverage in Europe and the close cooperation of the U.S. Global Accounts team, IDC's European Continuous Information Service (CIS) bookings are growing at the fastest rate in years. In Asia/Pacific, we have additional sales people in Tokyo, Hong Kong and Singapore who are leading to outstanding bookings growth in this dynamic region.

During the first half of this fiscal year, the U.S. sales group brought in 130 new companies to IDC buying CIS research for a total of $3 million in bookings. The new sales strategy is definitely allowing IDC to sell much more to existing accounts as well as expanding our overall number of customers. IDC Worldwide year-to-date March bookings were up 21% over the same period last year, which represents a healthy growth rate.

English Edition of *CW Bulgaria* Gets Rave Reviews

IDG Bulgaria's first effort to publish a special English-language edition of *Computerworld Bulgaria* was a big success in terms of profitability and client response.

Produced especially for the CeBIT '97 show in Hannover, Germany, the 12-page full-color glossy publication was targeted to foreign companies or individuals investing or working in Bulgaria — *CW Bulgaria* subscribers did not receive the issue. The 1,000 copies were distributed at the Bulgarian booths during CeBIT and sent to most of the international companies that do business with Bulgarian partners.

The English edition carried information about the Bulgarian economy, Bulgarian companies at CeBIT, IDC data about the Bulgarian IT market, IT distribution channels, new business opportunities in the country, corporate IS projects and foreign businesspeople's opinions about the Bulgarian market.

Close to five pages of ads from Bulgarian companies willing to do business internationally made the publication profitable.

CW Bulgaria was distributed along with IDG Bulgaria's twice-yearly catalog of IT companies operating in the country.

CeBIT visitors and exhibitors alike hailed the English version of *CW Bulgaria* and asked if that kind of information could be provided on a regular basis. IDG Bulgaria now plans to publish other English-language issues to promote international business relations in the country.

COMPUTERWORLD

NEWS EDITOR VESSELA NIKOLOVA (LEFT) *and Sales Manager* ***Mila Pancheva*** *show IDG Chairman* ***Pat McGovern*** *the special English-language edition of CW Bulgaria during CeBIT '97. The issue was also distributed with IDG Bulgaria's twice-yearly catalog, which profiled 200 Bulgarian IT companies and is also a profitable venture.*

EOL MEETING

continued from page 1

logue regarding online issues in Europe.

Presentations at the meeting included a discussion of IDG Web advertising standards, European Internet research and online registration challenges, as well as an update on the IDG Newsstand project. Newsstand will serve as a "gateway" site to IDG's 145 sites. Its goal is to drive traffic to individual, local sites introducing users to all the Web sites IDG has to offer.

Discussion at the meeting resulted in three major action items to be followed up on in the coming months.

- **Focalink: Ad Network Initiative:** IDG's Global Web Advertising Network Initiative is an effort to promote and coordinate a unified ad network to provide advertisers easy access to place their ads. As part of this effort, IMS has worked with Focalink Communications during the last six months to develop an infrastructure of ad serving and reporting, which will allow IDG to provide advertisers centralized access to and consistent reporting across IDG's Web sites. The effort also provides sites with a value add for customers (flexible, detailed third-party reporting) and reduces the work sites must do to post and rotate ads (because Focalink performs this work, based on sites' instructions).

Laurie Morgan, IDG Marketing Services senior vice president, Internet development, gave a presentation on the availability and opportunities for European sites to participate in Focalink's ad serving program. Employees from almost every European country present showed enthusiasm to participate in a strategic partnership with Focalink Communications.

Anderson said each country present agreed to review the possibility of participating in the program, which includes implementing a total of four or five hubs that will each provide ad serving for several countries. "Through Focalink's ad reporting system, participating countries will help IMS/EMEA present a unified ad sales report to clients across Europe, thus making it easier for agencies and ad clients to approach IDG with group buys across IDG European Web sites."

- **EOL Task Force:** The second result of the meeting was the decision to create an EOL task force to follow up on innovative projects various countries are developing. Anderson said this will be accomplished with help from the GWSC. For example, an e-mail listserv for EOL members is in the process of being created. The task force, she said, will actively pursue business issues pertaining to the EOL, such as communicating the importance of adhering to standard advertising banner sizes, discussing common clients interested in a pan-European buy and maintaining an information exchange through the listserv to share case-study practices.

- **Tool Bank on GWSC:** The final outcome of the meeting was the creation of a "Tools" area on the Global Web Support Center's Web site. "IDG webmasters, not only in Europe, have requested a place to share custom tools created for IDG Web sites," Anderson said. The tool bank is in the process of being created on the support center's password-protected site (http://www.supportcenter.com). Webmasters will be able to submit and download scripts and code created for IDG sites.

"This will be an area where IDG webmasters can share their ideas and problems, where new ideas emerge to benefit all Web sites," Anderson said.

IMS/EMEA is intending to hold another meeting, possibly in October.

More information and a detailed report on the EOL meeting can be found at http://www.supportcenter.com.

Job Opportunities
Monday, May 12, 1997

Vice President, Enterprise Newsweekly Network (IDG)

Product champion will lead the sales effort for IDG's Enterprise Newsweekly, the largest and most influential publication covering enterprise computing professionals, which consists of the combined readership of Computerworld, Network World and InfoWorld. Sales champion will effectively package and sell this audience to targeted group of customers. A strong sales track record required; knowledge of IDG's newsweekly publications a plus. Position reports directly to the President of IDG Marketing Services.
Location: EC or WC

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Editor-in-Chief (IDG/CSG)

The Editor-in-Chief of the new channel publication will be responsible for the overall editorial content and strategic editorial direction of the publication. This position will work closely with the President and key executive staff members of the business unit to create and implement the business plan and strategy for its successful launch. Experience in and an in-depth knowledge of the enterprise reseller marketplace is essential. The candidate must have strong leadership and teamwork skills to work with all business units associated with the new publication launch. ***Location: EC or WC***

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Vice President - Marketing and Business Development (IDG/CSG)

The Vice President of Marketing and Business Development for the new channel publication will be responsible for the overall strategic Marketing and Business Development program that will provide unique value added services to maximize program and advertising sales revenue. This position will work closely with the President and key executive staff members of the business unit to create and implement the business plan and strategy for its successful launch. Experience in and an in-depth knowledge of the enterprise reseller marketplace is essential. The candidate must have strong leadership and teamwork skills to work with all business units associated with the new publication launch. ***Location: West Coast***

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Vice President, Sales (IDG/CSG)

The Vice President of sales for the new channel publication will be responsible for the overall strategic sales direction maximizing advertising sales and market share growth. This position will work closely with the President and key executive staff members of the business unit to create and implement the business plan and strategy for its successful launch. Experience in and an in-depth knowledge of the enterprise reseller marketplace is essential. The candidate must have strong leadership and teamwork skills to work with all business units associated with the new publication launch. ***Location: West Coast***

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Account Executives (CW)

Computerworld has several exciting opportunities for strong sales people on both the East and West Coast. The Account Executives' primary goals are to increase revenues, yields and market share by developing existing 2nd and 3rd tier accounts while prospecting for new business. Successful Account Executives will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individuals in these positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should understand the dynamics of interpreting and responding to market share reports and other territory data and must be able to prepare and execute presentations and special promotions independently. 1-3 years of proven ad sales experience is required. ***Location: TBD***

Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Manager, Network Services (CIO)

The Manager of Network Services will maintain a network computing & data communications infrastructure. You will support, develop, test, evaluate & implement technologies, services and standards that enhance both the hardware and software. You will identify, install, support and enhance appropriate internet, LAN, and WAN technologies including hardware and software. You will also be responsible for providing and maintaining network documentation and network instruction procedures for new employees. You will develop and sustain relationships with key vendors and suppliers and provide second-level support to the IS Support Specialist in the handling of end user questions and problems. You will develop, and upgrade communication methods for remote users, and maintain and administer network security and applications. Candidates should posess 6 years PC, Macintosh and network hardware support experience with 4 years experience supporting Windows 3.11 and Netware. Experience supporting Windows95, Windows NT, Apple OS, cc:Mail, Microsoft Office, Lotus Notes. Knowledge of WANs, intranets, & Internet required. Ideal candidates will possess excellent organizational, interpersonal , and communication skills and the ability to maintain composure and focus under pressure. ***Location: Framingham, MA***

Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Executive Assistant to the Publisher (CW)

Reporting to the Publisher of Computerworld, responsibilities include facilitating and expediting incoming and outgoing communications internally as well as to our clients. In addition, this individual will need to be very proactive in the overall Computerworld national sales effort with a keen eye towards looking for and facilitating new opportunities for business in conjunction with our sales teams. This position requires initiative, motivation, and professionalism as well as effective communication, organization, and time management skills. The successful candidate will be a bright, enthusiastic team-player who takes initiative and possesses creative problem solving abilities. Experience with Lotus Notes, spreadsheet, and word processing software and 3-6 years of experience preferred. ***Location: Framingham, MA***

Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Regional Vice President (CW)

The individual in this position will direct the sales efforts of seven dedicated sales professionals covering the West Coast. Account base include Microsoft, Sun Microsystems, Intel, Hewlett Packard, and Oracle among others. Requirements include 8-10 years of selling experience with high-tech accounts. Ability to motivate and manage senior sales professionals in a solutions selling environment is necessary. ***Location: Burlingame, CA***

Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Audio Engineer (CW)

The individual in this position will be responsible for producing the audio for the @Computerworld site. Other responsibilities include creation of Web pages and associated graphics, and exploration of new multimedia tools and technologies. The ideal candidate should be organized, detail-oriented, and self-motivated. Expertise in SoundEdit, SoundForge, RealAudio and HTML is required. Prior experience in professional recording, engineering and production is essential. ***Location: Framingham, MA***

Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Assistant Editor, Online (GamePro)

High energy individual with an expert knowledge of the Web, online gaming, PC games, and console video games. Responsibilities include researching, developing, and writing content for the online gaming department of the magazine and ancillary products as necessary; writing previews & reviews of PC and console games for the magazine; and assisting in creating editorial content for the magazine's online areas. This person will act as a representative of the magazine, covering the online and PC game beats. Requires expertise in online publishing and technology, and extensive experience with console games, PC games, and online browsers & databases. Must be a self-motivated team player who is accustomed to deadline pressure and able to work in a very fast-paced, team-oriented publishing environment. Excellent writing and analytical skills; 2+ years of journalism experience. Knowledge of HTML, QuarkXPress, Photoshop, and technical & installation knowledge of PC hardware a plus. ***Location: San Mateo, CA***

Contact: K. Skaggs, Fax: 415-349-8347, Phone: 415-286-2537, Email: kskaggs@gamepro.com

Executive Assistant (ICE)

This position will provide administrative assistance to the President and Finance/Business Manager for all US and international operations. Responsibilities will include customer contact and meeting scheduling, proposal preparation, on-line project tasks related to Intranet and Internet Commerce content, and administering on-line task/priority database. Ideal candidate will possess strong PC skills and be highly organized with the ability to deal with all levels in an organization. ***Location: Framingham, MA***

Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Production Specialist (IDC)

Will be responsible trafficking the production of consulting project deliverables. Specific duties will include trafficking the daily and weekly workflow of consulting projects out of the East Coast offices, as well as producing deliverables - from copy edit, design, and layout through print and distribution. Skills needed include a high attention to detail, ability to manage multiple projects, and expertise with all major Macintosh graphics and production packages - QuarkXpress; Microsoft Word, Excel, and PowerPoint; and Illustrator. Familiarity with Persuasion, PhotoShop, DeltaGraph or a charting package, and Lotus Notes and cc:Mail are a plus. Must also possess the ability to delegate tasks to a production staff in a fast-paced, demanding atmosphere. Copy editing experience and familiarity with two-color printing and print buying processes are preferable. ***Location: Framingham, MA***

Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Analyst, Workgroup Systems Management (IDC)

Responsible for producing written analysis of vendor strategies, customer requirements & product positioning for PC LAN and UNIX system management software. Also responsible for assisting in customer inquiries and company revenue modeling. The position requires some knowledge of departmental and work-group-scale PC LAN servers and desktop PC management. Experience in UNIX and/or the management of web applications would be a plus. Experience should include at least one year of direct hands-on experience with such an environment. Must have good research and writing skills, including knowledge of Excel. ***Location: Framingham, MA***

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Research Manager, Midrange Servers (IDC)

As a Research Manager, your responsibilities will include developing quantitative market data on both a quarterly and annual basis, and writing insightful profiles of the top vendors and other technology and market assessment reports. You will work closely with IDC's network of country offices in Europe and the Asia/Pacific regions to coordinate regional data collection activities. Business development responsibilities will include working with IDC's sales force to expand our syndicated research client base and to sell and deliver customized consulting projects. ***Location: Framingham, MA***

Contact: D. Miller, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com@internet

Administrative Assistant (IDG Global Comm.)

Responsible for providing clerical and administrative support to a staff of 7 individuals. Responsibilities include answering phones, filing, organizing staff meetings, and assisting with purchasing, paying invoices, billing, and data entry. Working knowledge of MS Word and MS Excel a must. Experience with email is a plus. This is a temporary position, 30-40 hrs/week.
Location: San Mateo, CA

Contact: D. Garza, Fax: 415-524-5730, Phone: 415-524-5701, Email: diana_garza@idg.com

Director of Production (IDG/B)

Manage book production cycles, personnel and facilities, including: hiring, training, and evaluating staff; supplying electronic media to manufacturing sources; maintaining production schedule; maintaining equipment and budget; managing reprint titles; and assisting with layout. 3-5 years experience in production, with 2-4 years in management required. Must have strong DTP skills, computer skills, and strong team skills. ***Location: Foster City, CA***

Contact: D. Harris, Fax: 415-655-3206, Phone: 415-655-3039, Email: dharris@idgbooks.com

Copy Editor (IFW)

InfoWorld is seeking a Copy Editor for a three to four month, full time free-lance position with the possibility for more in our Editorial department. The qualified candidate will edit for grammar, spelling, and style; write headlines, captions, and pull quotes. A degree in English or Journalism and one year of experience preferred. Hands-on experience with QuarkXPress a must.
Location: San Mateo, CA

Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Fluegelman Internship (IFW)

This position is available to anyone with a college degree who has been working in another field and is interested in pursuing a career in publishing. Good communication skills (written and spoken) and an eye for detail a must. This year's Fluegelman will be located at INFOWORLD, an IDG publication whose reader is Information System Managers and Chief Information Officers of major companies throughout the United States. The Internship will last for six months, June 1 - November 30. ***Location: San Mateo, CA***

Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Account Executive (NW)

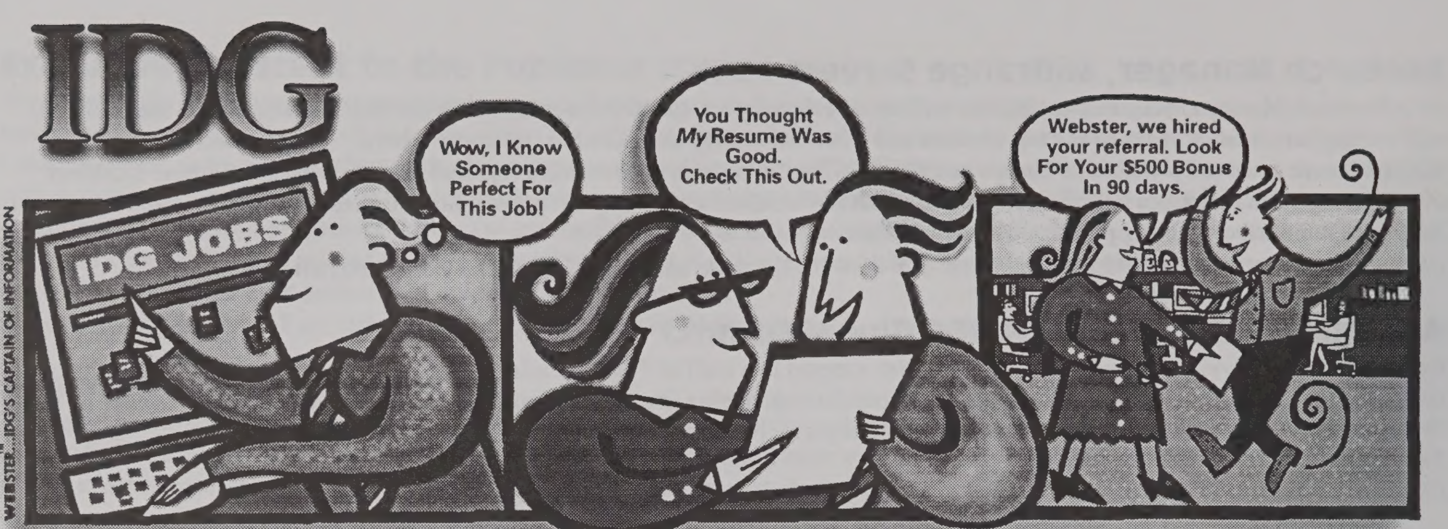
Network World is looking to expand its sales team with a professional who will be responsible for establishing relationships with key growth accounts and other non-Network World advertisers. You will also work as a team member with the assigned district sales managers in prospecting for and servicing new accounts, predominately by telephone, but sometimes in person (local travel) or at major trade shows. A strong comfort level in working with PCs, with a desire to learn more about networking products and the high technology marketplace are desired. Excellent written and verbal communications skills, a high degree of organization and drive are required. ***Location: Santa Clara, CA***

Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Senior Designer/Infographics (PCW)

Working with general guidance and direction from PC WORLD's Art Director, the Senior Designer will have overall design responsibility for the information graphics for PC WORLD. The Senior Designer will manage staff, workflow, and print and new media projects and will develop and execute visual solutions, designs and layouts which complement and enhance the publication's award-winning editorial content. Candidates should have strong skills in visual problem-solving, illustration and digital prepress, along with extensive Photoshop, Illustrator and Quark knowledge (Web, 3-D or scanning experience a plus) on Mac-based platforms. A background in magazine or general graphic design, complemented by experience in developing feature illustrations, charts, diagrams and other infographics solutions is requested. ***Location: San Francisco, CA***

Contact: R. Kanes, Fax: 415-442-1891, Phone: 415-978-3333, Email: robert_kanes@pcworld.com


IDG
WEBSTER™...IDG'S CAPTAIN OF INFORMATION
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize — $1,500 **Runner Up — $1,000**

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________

Applicant's Name: ______________________

Position referred to: ______________________

Company Name: ______________________

Referred by: (Employee Name) ______________________

Company Name: ______________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ______________________

Company Name: ______________________

Referred Employee: ______________________

Company Name: ______________________

Date of Hire: ______________________

Ninety Day Date: ______________________

Charged to BU/Department# ____-___-______-50300-____

H.R. Signature: ______________________

Bonus check to be given to: ______________________

Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com — IDG Careers

ICE ATLANTA

continued from page 1

prominent roles: The Internet Town Meeting, sponsored by *Network World* and moderated by Editor-in-Chief **John Gallant**; the Electronic Commerce Executive Roundtable, sponsored by *InfoWorld* and moderated by Editor-at-Large **Nicholas Petreley**; and Executive Crossfire, sponsored by *Computerworld* and moderated by Senior Vice President **David Moschella**.

The Internet Open, sponsored by *Computerworld*, attracted many of the industry's leading Internet commerce, intranet computing and extranet solution specialists all vying for the "Best of Class" designation in various industry-specific, enabling and business function categories. Each of the entrants in this unique program demonstrated real-life installable applications, which were evaluated by a panel of more than 20 industry leaders, consultants, publication executives and technology columnists. **Tim Horgan**, webmaster for *CIO* and *WebMaster* magazines, served as lead judge. According to **Leo Leger**, director of business development for ICE, "the feedback from contestants and attending parties of this event has been overwhelmingly positive. The participants not only had the opportunity to receive valuable critique and input from both the judges and attendees, they enjoyed the usual benefit of generating business opportunities from this widely publicized and successful trade show."

ICE℠
INTERNET COMMERCE EXPO
INTERNET SOLUTIONS FOR THE ENTERPRISE

ICE/Atlanta proved again that the ICE multilevel conference program is quickly establishing itself as the industry standard. At its more than 60 sessions, attendees filled meeting rooms to hear experts discuss Web marketing, security, extranets, intranets, and other Internet-commerce-related issues. The Executive Conference played to a standing-room-only crowd, as attendees were eager to hear how major corporations have successfully adopted Internet commerce as a key part of their commercial strategy. And The Internet Market Outlook, sponsored and presented by IDC, gave attendees a great opportunity for market analyses of intranets and Internet commerce products and services. IDC staff participating in this event included: **John Gantz**, senior vice president; **Gigi Wang**, senior vice president, communications industry research; **Michael Sullivan-Trainor**, research director, electronic messaging and Internet commerce; **Ted Julian**, research manager, Internet commerce; **Evan Quinn**, research manager, applications development tools; **Mark Winther**, VP, worldwide telecommunications; and **Carolyn Robertson**, research manager, business network services.

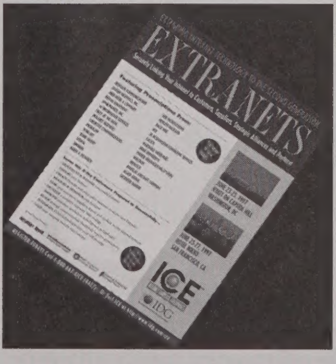
ICE/Atlanta proved again that the ICE multi-level conference program is quickly establishing itself as the industry standard. At its more than 60 sessions, attendees filled meeting rooms to hear experts discuss Web marketing, security, extranets, intranets and other Internet-commerce-related issues.

The ICE staff is hard at work on the rest of its ambitious 1997 World Tour schedule. Its major West Coast event will take place at the Los Angeles Convention Center, Sept. 8-11. Six ICE events taking place in Asia: Hong Kong, Aug. 19-21; Manila, September (exact dates to be announced); Singapore, Oct. 22-24; Shanghai, Nov. 10-12; Taipei, Dec. 2-4; and Tokyo, Dec. 3-5. ICE will make its Boston debut March 23-26, 1998.

*More information on ICE is available on the Web at: http://www.idg.com/ice. Or contact **Ron Milton** at ron_milton @iceexpo.com or **Ken Norton** at ken_norton@iceexpo.com.*

EXTRANET CONFERENCES SLATED FOR JUNE

ICE has mounted a new series of extranet conferences designed to explore issues related to successfully and securely linking customers, suppliers, strategic alliances and partners to sustain a company's competitive advantage. The conferences will take place in June in Toronto (June 16-18), Washington, D.C. (June 23-25) and San Francisco (June 25-27). For more information on the extranet conferences, contact Will Green, conference manager, tel: 508-820-8601; e-mail: will_green@iceexpo.com.



• FOR SALE • FOR RENT • BIRTHS •

WORLD UPDATE's

MARKETPLACE

• PEN PALS • HOUSE EXCHANGES • MARRIAGES •

Check out Marketplace on IDG World Update Online to find items for rent, for sale, pen pals for your children or the latest births and marriage announcements from offices all over the world.

Available on the Web at http://idgcentral.com or on Lotus Notes.

Send your Marketplace items to: world_update @idg.com or fax: 617-423-0712.

NOTEWORTHY

NEW EMPLOYEES

WEEDFALD

Peter Weedfald has been appointed *Computerworld*'s senior vice president and publisher. Peter spent eight years at Ziff-Davis where he began his career with *PC Magazine*, was promoted to the Ziff-Davis Network and then named asssociate publisher of *Computer Shopper*. Most recently he was publisher of *Windows Sources*. Prior to joining Ziff-Davis, Peter held executive positions with Digital Equipment Corp. and Lanier Business Systems.

ODESSA GUEVARA

GAYTAN

Emily Gaytan has joined IDG Books Worldwide as a sales associate for Emerging Markets in the Foster City, Calif., office. Emily has also worked at *Computerworld* as a sales associate and at Priscaro & Hukari, *Computerworld*'s advertising agency, as an account coordinator. Emily is currently attending California State University at Hayward and will graduate in December with a B.A. in mass communication. Outside the office, Emily enjoys volleyball and rollerblading.

IDG WORLD UPDATE

HARRIS

Amy Harris has been hired by IDC as an analyst in the Investment Research Services/Custom Information Access program. Amy previously worked at The Boston Consulting Group as a researcher in the high-technology practice area. She has an A.B. from Smith College in American studies and a minor in government. Amy's interests outside the office include reading, music and Drum Corps. Currently, Amy and her husband are in the process of renovating their Framingham, Mass., home.

DeForest Smith has started with *InfoWorld* as a recruitment advertisement sales representative. She previously worked for Coopers & Lybrand, L.L.P. "De" has a B.A. in psychology from the University of Maine and enjoys skiing, biking, backpacking and traveling.

IDG WORLD UPDATE

SMITH

Network World welcomes **Sharon Smith** as the new senior director of circulation. Sharon previously worked for the Software Productivity Group where she spent the past six years, most recently as director of publishing operations for *Application Development Trends* magazine. Sharon has a B.S. in hotel administration from the University of New Hampshire and is a Certified Controlled Circulation Professional, as well as a member of the National Business Circulation Association. Sharon's hobbies include aerobics, rollerblading, biking and skiing.

Janet Liloia has joined CIO Communications as a sales associate in the New Jersey office. She previously worked as an office assistant with William Dierdorf and Sons, Inc. Janet has a B.S. in environmental and business economics from Cook College, Rutgers University. Outside the office, she enjoys walking, rollerblading and reading.

ALOI

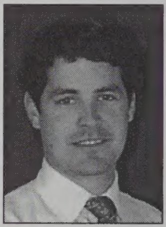
Previously a senior editor with The Coriolis Group, **Jenni Aloi** has joined Web Publishing, Inc. as the associate editor of *JavaWorld.* Jenni has a B.S. in technical writing/rhetoric from Northern Arizona University. Jenni enjoys physical fitness and going to great restaurants.

Susan Wunderlich rejoins *Federal Computer Week* as a copy editor, the same position she left in July 1996. She is responsible for editing as well as creating news pages. Susan was a journalism major at Penn State University. Outside the office, she enjoys horse training, community theater and all outdoor sports. Susan is very happy to be back with her *FCW* family.

Publish has hired two new employees recently. **Mark Nichoson** joins the publication as an assistant editor. He previously worked at ID Systems/Helmer's Publishing as an associate editor. Mark has a B.A. in English from Stanford University. His outside interests include music.

Lisa Shemet joins *Publish* as an account manager in charge of the New England area. Lisa is based in New Hampshire. Before joining IDG, Lisa was self-employed, owning a representative firm.

TRANSFERS


BUNSHOFT

Adam Bunshoft has transferred to Web Publishing, Inc. as an account executive. He most recently worked as advertising coordinator with @Computerworld. Adam started with IDG in October 1995 as a temp for *InfoWorld*. He has a B.A. in rhetoric from the University of California at Berkeley and enjoys golf, skiing and sailing.

Bill Binan has transferred to *The Web Magazine* as the Silicon Valley account manager. He previously worked as a senior accounts analyst at IDG Marketing Services. Bill has a B.A. in French from Bates College and enjoys running, sports, acting and public access television production.

TELL US!

Does your office have a new employee? Has someone recently been promoted? Let IDG World Update know. All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Robert Wescott - Computerworld

SEVENTEEN YEARS
Christian Mahler - IDG Germany

FOURTEEN YEARS
Dorothy Adams - IDG Australia

THIRTEEN YEARS
Lars Egil Saetrang - IDG Norway
Gunn Felldal - IDG Norway
Jon Thore Thorstensen - IDG Norway

TWELVE YEARS
Gayle McElroy - IDG Australia

TEN YEARS
Stephen Lennox - IDG Australia

NINE YEARS
Joan Kelly - InfoWorld
Barbara Adamson - PC World

EIGHT YEARS
Kim Nash - Computerworld
Caryn Dlott - Computerworld

SEVEN YEARS
Jan Davis - InfoWorld
Donna Vieraitis - InfoWorld
Margaret McAvenia - IDG

SIX YEARS
Paula Demeo - IDG
Marc Mikulich - IDG Books
Agnes Héjjas - IDG Hungary
Rob Rubright - GamePro/PC Games
Claus Egge - IDC U.K.

FIVE YEARS
Heather Hudson - IDG New Zealand
Barbara Ruffner - InfoWorld
Linda Follin - FCW
Masato Tsuchiya - IDG Japan

FOUR YEARS
Carol Fountain - InfoWorld
Jose Perez-Iaco - IDC U.K.

THREE YEARS
Mark Evans - IDG New Zealand
Caroline Fisk - IDG New Zealand
Jeff Sharpley - InfoWorld
James Battey - InfoWorld
Myles McLaughlin - IDG
Adam Block - PC World
Michael Lasky - PC World
Timothy Ouellette - Computerworld
Radka Matejkova - IDG Czechoslovakia

TWO YEARS
Wolfgang Boehler - IDG Switzerland
Urs Flueckiger - IDG Switzerland
Ron Milton - ICE
Daniel Chupka - IDG
Karen Smalarz - IDG
Kristina Owlett - FCW
Val Moutsopoulos - IPS
Susan Brown - IDG
Nancy Koral - IDG
Daphne Breuer - IDG Venezuela
Barbara Dohm - IDG Books
Janice Matyasik - IDG Books
Dorothy Parrillo - IDG Books
Dorothy Eovine - Computerworld
Jon Robinson - GamePro Media Group
Hideo Sasaki - IDG Japan
Suzi Cristina Costa - IDG Brazil
Maria Beatriz Figueredo - IDG Brazil
Jan Vladyka - IDG Czechoslovakia
Maria Mollnhauer - IDG Germany
Ute Dorau - IDG Germany
Wolfgang Leierseder - IDG Germany
Carl Rosschou - IDG Denmark

ONE YEAR
Jamie Noble - InfoWorld
Alberta Minkovitz - IDG
Jill Hourston - IDG Marketing Services
Sandra Dahl - IDG Marketing Services
Ruth Greenberg - CIO
Atlanta Wilson - Web Publishing, Inc.
Terrehon Bowden - Web Publishing, Inc.
James Buckley - IMS
Sandra O'Boyle - PC World
Burton Projansky - Computerworld
Karen Keavey - GamePro Media Group
Nigel Woodward - IDG Australia
Simon Tsang - IDG Australia
Lothar Derichs - IDG Germany

BOSTON AIDS WALK UPDATE

Do you have your pledge sheet for the AIDS Walk in Boston on June 1? Here's even more incentive to get those pledges. Prizes will be awarded to the top IDG fund-raisers as follows:

Grand Prize: Weekend for two at a bed-and-breakfast of your choice — valued at $500!
First Prize: $300 gift certificate to the store of your choice.
Second Prize: $200 gift certificate to the store of your choice.
Third Prize: $100 gift certificate to a restaurant of your choice.
Honorable Mentions (eight): $50 gift certificate to the restaurant or store of your choice.

Network World now has a team captain: Cathy Sampson — 508-820-7438 or csampson@nww.com. Captains for CIO, IMS and IPS to be announced.

Many thanks for your participation!

Any questions, please see your team captain or call Deb Goldstein at: 508-370-0820 or Suzanne LePage at: 617-423-1125.

CELEBRATING 10

Wally Clegg

HOME: Richmond, Calif.

JOINED IDG: July 1986 as a computer technician for PCW Communications serving *PC World*, *Macworld* and *Publish.*

CURRENT TITLE: *Macworld* network manager. I'm in charge of *Macworld*'s network, servers and e-mail as well as connectivity to the Internet.

MOST CHALLENGING ASPECT OF YOUR JOB: Providing IS support for eight years to all the business units at 501 Second St. We have since divided the IS department, which has gone well and given each unit individualized support.

BEST PART OF YOUR JOB: Problem-solving — fixing things never gets old. Then you can use what you've learned to build better systems.

MOST UNUSUAL WORK-RELATED MEMORY: The earthquake of 1989. I stayed at work to make sure everyone was O.K. and then discovered I didn't have enough gas to get home since the Bay Bridge was broken and I would have to drive about 30 miles. My wife and I ended up spending the night with friends and going home the next day to find our house unscathed.

EVER THINK YOU'D BE HERE 10 YEARS? No, things were pretty chaotic in those days. I figured I'd be lucky to last a year. Someone would figure out we were making it up as we went along.

WHAT'S KEPT YOU HERE? It's never dull. I've always sought interesting jobs and this one keeps providing new challenges.

MOST REWARDING THING YOU'VE EVER DONE? Participate in the birth of my son Benjamin, now 2. He's the greatest.

IDG CHAIRMAN PAT MCGOVERN (RIGHT) ESCORTS MACWORLD'S *Wally Clegg to dinner at the San Francisco Ritz-Carlton in honor of his 10 years of service to the company.*

FAVORITE VACATION SPOT? Mendocino, Calif. It's only 150 miles from here, but it's another world.

MANAGER'S PROFILE: "From backup strategies to worldwide communications, Wally has implemented technological solutions that have been instrumental to *Macworld*'s efficient data transfers. Wally has designed a communication network that allows *Macworld* to transfer data seamlessly over multiple platforms. I enjoy working with Wally and am looking forward to him plotting *Macworld*'s networking course for years to come."

- ***Stephen Daniels**, chief operating officer, Macworld*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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May 19, 1997

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IDC RECOGNIZES OUTSTANDING EMPLOYEE PERFORMANCE WITH EXCELLENCE AWARDS
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG New Zealand Enters Growing Reseller Market with Monthly *CW* Supplement

IDG New Zealand will join the growing list of IDG companies offering a reseller publication when it takes the wraps off *New Zealand Reseller News* next month.

Each issue of the monthly publication, which currently faces no competition in the local market, will initially be distributed as a supplement to *Computerworld.*

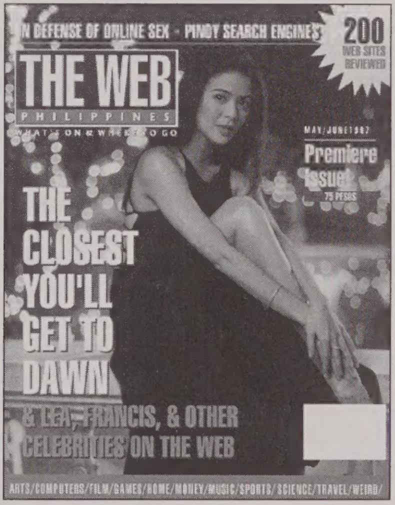
It will carry a wide range of news and features on issues of specific interest to resellers of technology products and services in New Zealand. Circulation will be restricted to an exclusive database of 2,500 value-added resellers, dealers, network and systems integrators, consultants and distributors.

According to Associate Publisher **Bob Pinchin**, "*New Zealand Reseller News* will quickly become an essential source of industry intelligence, product information and analysis for New Zealand's technology reseller channel. It will provide distributors with a highly cost-effective vehicle to deliver information such as new pricing, promotion and dealer support."

• CONTINUED ON PAGE 4 •

Philippines First Licensee to Launch *The Web*

IDG's licensee in the Philippines has been busy lately. Fresh from the launch of *ChannelWorld*, the office has now become the first licensee to produce a version of *The Web* for its market. The magazine debuts this month.


IN DEFENSE OF ONLINE SEX - PINOY SEARCH ENGINES
200 WEB SITES REVIEWED
THE WEB
PHILIPPINES
WHAT'S ON & WHERE TO GO
MAY/JUNE 1997
Premiere Issue
75 PESOS
THE CLOSEST YOU'LL GET TO DAWN
& LEA, FRANCIS, & OTHER CELEBRITIES ON THE WEB
ARTS/COMPUTERS/FILM/GAMES/HOME/MONEY/MUSIC/SPORTS/SCIENCE/TRAVEL/WEIRD/

Published every two months by WS Computer Publishing Corporation, Inc., *The Web Philippines* will have an initial circulation of 10,000.

The Web Philippines had been produced as an occasional insert in *PC World* since last July, and Consulting Editor **Po Wong** said the response to those issues was very positive.

Wong also said inserting *The Web* into *PC World* aided in the publication's stand-alone launch.

"The most unusual aspect of the launch is the fact that we actually built up the brand name of the product almost a year before the launch," he said. "Thus, we were confident that *The Web* already had a following and that the name was well-known."

Wong is extremely optimistic about *The Web Philippine*'s prospects considering the market statistics.

The estimated installed base of PCs in the Philippines is about one million, with an estimated 60,000 users having Internet access. The Philippines has also experienced an explosion of Internet service providers from only five in 1994 to more than 100 today.

"In the Philippines, all signs point to the Internet being a continuing growth area," he said. "Internet oriented seminars that our expositions group have introduced have always fared well. These signs, along with the market statistics, make us confident that a publication aimed at local Internet users will be successful."

The Web Philippines plans to work closely with *The Web* in the U.S. At the start, most of the Web site reviews in the Philippine publication will be reprinted

• CONTINUED ON PAGE 2 •

IN BRIEF

IDG Web Site is Among Best Known in the Netherlands

IDG Netherlands is keeping prestigious company these days. Of the top 15 best known Web sites in the Netherlands, WebWereld, the company's site (http://www.webwereld.nl), was recently ranked No. 11.

Many of the companies in the top 15 are large multinationals that have huge marketing budgets to support their presence on the Web. Among them are KPN (the Dutch post office, telephone and telegraph company), Philips, Postbank and ABN/AMRO (two of the country's three largest banks), KLM airlines and Shell. Of the traditional publishing companies, only de Telegraaf, the site of the largest daily newspaper in the Netherlands, scored better than IDG.

The results were based on a survey of 300 Dutch Internet users conducted by Netpanel, a company specializing in Internet surveys. Respondents were asked to rate the five most important elements of a Web site out of a possible 15 choices. The top five requirements were:

1) Information on products and services.

2) The option to request additional information.

3) The possibility to directly communicate with the company.

4) The option to purchase products and services.

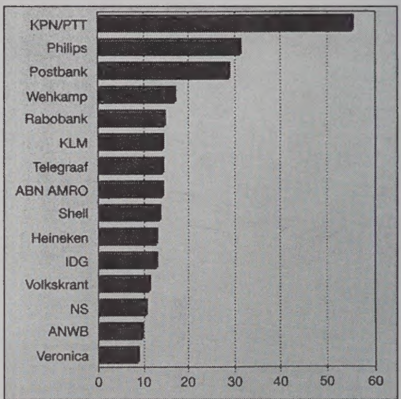
5) The latest news.

WebWereld is a well-balanced site judged against those criteria, according to Sales Marketing Manager **Sijmen Philips**. The daily offering of IT news and a daily e-mail newsletter to registered users drives traffic to the site. WebWereld users can download ready-to-use software, browse through any of IDG Netherlands' publications, order subscriptions and back issues online and find e-mail addresses for the editorial staff.

WebWereld has more than 50,000 registered users, more than 4,000 visitors each day and approximately 11 page views per visitor.

For more information, contact Sijmen Philips at e-mail: sijmen@idg.nl.

MOST MENTIONED COMPANIES



IDG IS AMONG THE 15 COMPANIES WITH *an Internet site that are mentioned the most by Dutch Internet users. (Figures represent percentages, not actual numbers.)*

THE WEB PHILIPPINES

continued from page 1

from the U.S. magazine.

"However," Wong said, "we plan to give our edition of *The Web* its distinct flavor by building up the local content — through our own reviews of Filipino Web sites and locally oriented feature articles."

Though three other Internet-oriented publications currently exist in the market, all having been started after *The Web Philippines* began running as an insert with *PC World*, Wong is confident *The Web* will prevail.

"One competitor is well-known as a publisher of poorly written material," he said. "The other two emulate *Wired* rather than *The Web*. We are certain that, among other things, our capability to provide the most reviews of local and foreign Web sites will make us hard to beat."

Making *The Web Philippines* stand out among these publications, as well as from competition from the U.S. and other foreign magazines, will be the biggest challenge. Wong feels WS Computer Publishing's experience in IT journalism, backed by its access to the wealth of information available from the U.S. *The Web* and other IDG sources will allow *The Web Philippines* to become a leader in the market within its first year.

Although advertising revenue and sales will be one measure of this success, Wong said "we would also consider the publication a great success if, within the first year of publication, we were actually able to gain the largest 'share of mind' among local Internet users."

Wong said WS Computer Publishing is very excited about its version of *The Web* and the position the company now occupies in the market.

"With yet another specialized publication in place, we have added one more stitch toward sewing up the Philippine IT market, so to speak," he said.

PHILIPPINE PRODUCTS

IDG's licensee in the Philippines, WS Computer Publishing, produces several publications other than *The Web*, as well as many expos.

Publications:
Computerworld Philippines
PC World Philippines
Click!
Channel World Philippines
***Philippine IT Resource* (annual)**

Shows:
Connect! World
Electronic Publishing and Multimedia World
Solutions World

The company is also collaborating with IDG Expositions on a Philippine run of ICE in the second half of this year.

ON LINE

LAURIE MORGAN

IDG International Marketing Services' senior vice president, Internet Development, is this week's columnist. Part two of her column will appear next week.

Laurie Morgan is product champion for IDG's soon-to-be-launched gateway site, code-named Retriever. Unlike the "supersites" offered by some of IDG's competitors, Retriever is a next-generation search and personalization capability designed to facilitate quick, easy and efficient access to content on any IDG site worldwide.

Q Many of us are curious about the status of the "Retriever" site (aka, IDG Newsstand). What will the site be like, and when do you expect it to be launched?

A Progress on "Retriever" is moving very rapidly toward launch. We expect to begin beta testing before the end of the month and to launch within six weeks thereafter.

True to IDG's mission, Retriever was built from the ground up with a focus on the needs of the technology information seeker. Its goal is to drive traffic to IDG online properties by becoming the most useful destination on the Web for top-line information and specific searches on technology topics.

To attain the goal of becoming the most useful technology site on the Web, the site employs a number of exciting features that will differentiate it from the "megasites" offered by our competitors.

Two Retriever innovations in particular will enable users to be more productive on the Web. The first is an interface that puts the most desireable information within easy reach. This approach is in stark contrast to our competitors' sites, which are focused more on advertiser needs and so aim to maximize the number of sellable page views per visit. All of Retriever's key elements will be within two clicks of the top page and clearly accessible via toolbars and other helpers. Among the tools that will connect users to the information they need more quickly are an IT news channel (capitalizing on the 24-hour-a-day power of the IDG News Service) and a "wizard-like interface to product information (the kind of information users most often need). The interface will also feature unique personalization features, including a personal page with customizable channels and a rating system that will enable users to "teach" the system their preferences. Over time, the system will respond to a user's feedback and deliver information that is tailored to his or her preferences.

Second, Retriever will offer an enhanced search process. Prior to beginning development, we conducted research sessions in which we observed users performing searches for technology information on the Web. In most cases, users found the search engines to be very unsatisfactory tools, usually delivering either way too many results, results that were inaccurate, or both; often, the users gave up the search after a few unsuccessful tries. Besides the obvious advantage of drawing upon our uniquely broad Web resources, our search engine will employ refinement methods and viewing options that will significantly increase the likelihood of a successful result.

How will Retriever benefit IDG's online businesses? Isn't there a risk of diverting traffic from IDG Web sites to Retriever?

The primary benefit Retriever will yield for IDG's online businesses will be increased Web site traffic. Because Retriever will act as a gateway to site content and not host any content of its own, there is no risk that Retriever will divert traffic from IDG sites. Retriever will offer users a "front page" of IDG site headlines and brief abstracts that align with user preferences and activities — when users click on one to receive a full article, they will be delivered to the IDG Web site that offers that content.

This approach will likely generate residual benefits to readers, advertisers and sites. Because it resembles a pay-for-content model (since users only see advertising when they select an article), it is sensitive to readers' time and priorities. Similarly, since users know something about the content when they select an article, they are more interested and engaged in its content. This benefits advertisers, who will reach more involved readers and achieve more precise targeting. Sites benefit from both of these things — more satisfied, engaged readers will likely return more frequently, increasing IDG site traffic and helping to build measurably better advertising environments.

IDG's individual Web sites will also benefit from the increased visibility Retriever will bring to IDG's online efforts as a whole. For example, Retriever will become a platform via which IDG can be more readily covered in the media and influence discussions of industry issues (measurement standards, for example) that impact the entire family of sites. The site will also enhance the awareness of IDG among readers, and, by association, reinforce the individual site brands and global product families.

What promotional plans are in the works for Retriever?

Retriever is one of a number of IDG online initiatives that are launching nearly simultaneously. A variety of major promotional activities are planned around these launches. The first of these is a billboard advertising campaign that will launch in late May on Route 101, near San Francisco Airport. This billboard will be a "teaser" to generate excitement for the upcoming launch of Retriever. A subsequent board will run through the summer. Print and online advertising, events and extensive PR are also part of the promotional plan. More details will follow over the next several weeks in future *IDG World Update* articles and columns.

IS Managers Share Solutions and Common Ground

IDG's U.S. information systems managers gathered in Atlanta for their annual function meeting April 6-8.

Although IDG Corporate is no longer contributing financially toward function meetings, the IS managers, who have been getting together for five years now, feel the face-to-face sessions are so beneficial they are using their own IS budgets to underwrite all expenses.

Hosted by IDC Director/IS Strategy **Mike Levi**, the meeting included much discussion on sharing solutions to common problems and coordinating initiatives that affect multiple business units.

For example, Computerworld's IS staff shared the template for its sales system with IDC's team, which can modify the program and the screens to meet their own needs.

IDG Books Executive VP/Operations Administration **John Ball** and IDG Director of IS **Nancy Newkirk** made plans to meet soon to ensure that the new manufacturing software IDG Books purchased recently coordinates with the rest of IDG financial systems.

The group also talked about the need to better acquaint business unit management with what IS can contribute. IS staffs have grown more sophisticated, one attendee said, and are thinking more about business opportunities and how IS can help out.

Furthermore, management's IS expectations have increased, but budgets don't always meet the reality of what is needed, and IS would like more input in the planning process.

Several vendors made presentations, including Candle Corp., DYS Analytics and Xcellenet. Compuserve outlined the scope of its technology offerings and the related projects it is doing with IDG Global Communications and IDC.

The group also talked about how to make better use of the information services forum on IDG Central.

IDG Denmark's **Morten Meilby**, the lone international representative, has long advocated a similar meeting for non-U.S. colleagues that could address regional concerns as well as IDG-wide issues. Newkirk and IDG Global Communications President **Jeff DeBalko** agreed to try to coordinate a gathering later this year, with Meilby hosting the session somewhere in Europe.

For details about the international meeting, contact Jeff DeBalko at tel: 415-524-5705 or e-mail: jeff_debalko@idg.com or Nancy Newkirk at 508-935-4562 or e-mail: nancy_newkirk@idg.com. Newkirk can also answer questions about the April meeting.

IDG'S IS GURUS AT REST (KNEELING, LEFT TO RIGHT): MIKE LEVI, IDC; NORM NOBLE, *PCW*; *Morris Effron, IPS; Nancy Newkirk, IDG; Dorothy Handy-Eovine, CW; Kevin Burns, IDG. (Standing, left to right): Jeff DeBalko, IDG Global Communications; Nancy Durlester, GamePro/PC Games; Mike Draper, NW; Wally Clegg, MW; Morten Meilby, IDG Denmark; Brian Comnes, IW; Bruce Friedman, CIO; Henri Froissart, PCW; John Ball, IDG Books; Rick Broughton, CW; Walter Crosby, CW.*

RESELLER

Continued from page 1

Initial advertising support has been very positive, with a number of companies that either rarely or never advertise in the company's current lineup of publications booking space in *New Zealand Reseller News.*

Editorial will focus on:

- Product information, reviews and articles about new and upcoming products.
- News concerning happenings in the New Zealand distribution channel and upcoming events, new agencies and international channel news.
- Features and special sections on aspects of distribution such as point-of-sale merchandising and retail systems.
- Research into channels in New Zealand.

For more information, contact Bob Pinchin, tel: 64-9-377-9902; fax: 64-9-377-4604; or e-mail: bob_pinchin@idg.co.nz.

WANTED: IDG EMPLOYEE HOME PAGES

Are you a closet Webmaster? Do you have your own home page? Let IDG World Update spread the word.

World Update would like to profile IDG employees who have created their own home pages. While some employees have stepped forward with their URLs, we know there must be more of you out there!

If you or a fellow employee has a Web site, contact Lori Montemurro (lori_montemurro@idg.com; tel: 617-423-0241; fax: 617-423-0712).

Volume 2, Number 5

May 19, 1997

Incorporating
IDG World Update's

IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

IDG Employees Put Their Children to Work

Business units adopt various approaches to Take Our Daughters to Work Day

A wave of potential future IDG employees showed off their talent at several business units on April 24 — and it looks great. Variations on the "Take Our Daughters to Work Day" program could be found at several offices including IDG Books Worldwide, CIO, IDG Corporate Services Group, Computerworld and Macworld.

THE OFFICE OF DAVID McAFERTY, ASSISTANT PRODUCTION MANAGER AT MACWORLD, *is taken over by junior reporters.*

Take Our Daughters to Work Day, in which young girls spend the day with their parents at work, was launched five years ago by the Ms. Foundation for Women to focus positive attention on girls' abilities, expose them to successful working women and encourage them to explore various career options.

According to the foundation, 48.7 million adults said their companies or their spouses' companies participated in the day in 1996. That number was up 12 million from 1995.

IDG Books' Foster City, Calif., office centered its Take Our Daughters to Work Day around the launch of its new book, *Tech Girl's Internet Adventures* (*IDG World Update*, May 5, page 4).

The book, narrated by the character Tech Girl, serves as a Web directory and more for girls. This is the first time the office had an organized Take Our Daughters to Work Day and it was all due to *Tech Girl.*

Through *Tech Girl*, IDG Books developed an association with both the Girl Scouts, who are developing a badge based on completing activities in the *Tech Girl* book, and *Ms.* magazine. These dealings encouraged IDG Books to participate in the program.

"All these events brought us all together and really stimulated us to do this," said Director of Public Relations **Mimi Sells**.

Organized by the public relations and the human resources offices, the day began with a tour through each department of IDG Books, including a stop at CEO **John Kilcullen**'s office. The 20 children, ages 8-17, asked questions of the employees along the way.

"They had a great time and asked some great questions — all the same stuff the news media asks — like why we do we call it 'Dummies'," Sells said.

During the afternoon the girls were introduced to Tech Girl. The conference room was transformed into a computer studio where the girls, a mix of employees' children and members of a San Mateo, Calif., Girl Scout troop, worked with IDG Books' employees to create their own Web pages, an activity from the *Tech Girl* book. A copy of the book was given to each girl to complete the day.

Other business units actually put their guests to work. *CIO* invited the six par-

• CONTINUED ON PAGE 2 •

CHILDREN TO WORK

continued from page 1

ticipants in its Take Our Daughters to Work Day to be junior reporters for the day. The children, ages 8-13, worked with employees to create a magazine, doing interviews, writing stories and designing covers.

"It was a great day. The children got to see each aspect of the magazine," said Human Resources Representative **Alana Jones**.

TAKE YOUR CHILD TO WORK

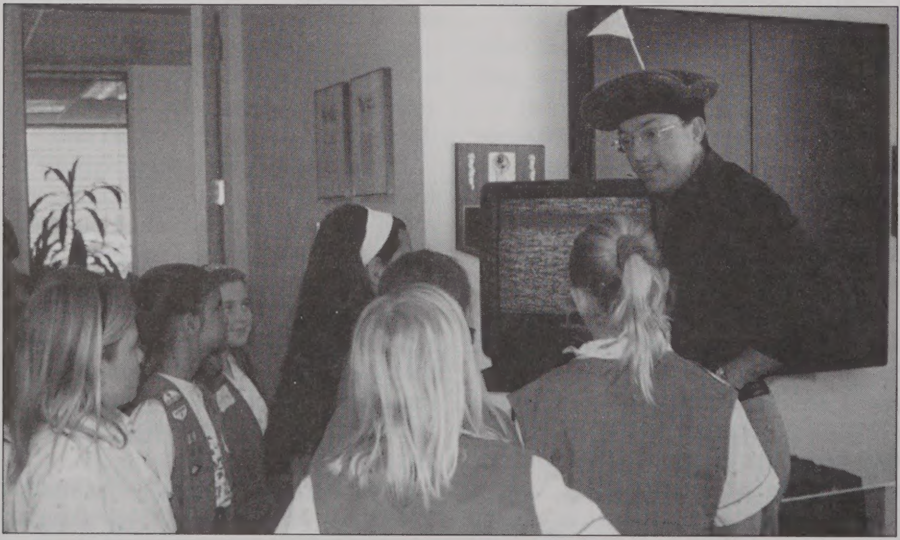
At the IDG Corporate Services Group in Framingham, Mass., both boys and girls were invited to participate. The 10 children, ages 7-11, spent the day putting together their own magazines. The children took a tour of the office, asking questions along the way that would help them create their magazine. For example, in the Legal Department, they learned how to trademark the title of their magazine. In Credit, they learned how to get revenue from ads and, most important, in Accounting, they learned how to get a paycheck.

Molly Higgins, associate human resources representative, and **Eric Cormier**, human resources assistant, organized the day. Higgins said they included both boys and girls because they felt it was important to expose all children to a work environment. "And, since the head of five of our departments are women, we figured that would take care of setting a good example," she said.

KIDS AT COMPUTERWORLD'S TAKE YOUR CHILD TO WORK DAY SPENT THE MORNING *cutting out pictures to create their own resumes.*

Computerworld also held a Take Your Child to Work Day for 15 boys and girls, ages 8-12. The kids started with a slightly different job-related task — creating a resume. The children cut out pictures representing jobs they might want to have, as well as their interests and hobbies. After completing their resumes and taking a tour of *Computerworld*, the children set to work designing a front page of *Computerworld.*

"They really had fun," said Human Resources Representative **Christine Chupka**, who organized the day. "And the parents really appreciated having somewhere for the kids to go," rather than just hanging around the parents' desks all day.



IDG BOOKS WORLDWIDE PRESIDENT JOHN KILCULLEN GREETS SEVERAL OF THE *Take Our Daughters to Work Day participants and answers some of their questions about the company, and presumably, his head gear!*

KIDS DAY

Macworld held a similar "Kids Day" on March 17, St. Patrick's Day. A total of 42 children, ages 2-14, participated. The group comprised both employee children as well as students from area schools where some *Macworld* employees volunteer.

The children were divided into five groups by age, and four of those groups (excluding the youngest) rotated among four sessions focusing on production, art, online and lab. The children learned about various aspects of magazine development, including the four-color process and how pages are designed using Quark. They also had an opportunity to post their own photos on *Macworld*'s Web site.

The junior *Macworld* staff enjoyed a lunch of pizza and cupcakes with green icing, in celebration of St. Patrick's Day, while listening to Editor-in-Chief **Adrian Mello** talk about the history of *Macworld* and the Macintosh.

"Although the kids were gone by 1:30 p.m., every adult was exhausted, but it was a great day," said Vice President/Director of Marketing **Anne Foley**, who organized the event.

Foley said many of the children left saying they wanted to work for *Macworld* when they grow up. "One said he wanted to work here because we have pizza and cupcakes for lunch every day," she said. "If only that were so!"

Job Opportunities
Monday, May 19, 1997

Account Executives (CW)

Computerworld has several exciting opportunities for strong sales people on both the East and West Coast. The Account Executives' primary goals are to increase revenues, yields and market share by developing existing 2nd and 3rd tier accounts while prospecting for new business. Successful Account Executives will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individuals in these positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should understand the dynamics of interpreting and responding to market share reports and other territory data and must be able to prepare and execute presentations and special promotions independently. 1-3 years of proven ad sales experience is required. ***Location: TBD***

Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Regional Sales Manager (CIO)

This individual will be responsible for ad sales in the Eastern Region. We are seeking a manager with 3-5 years experience in high tech publishing. Ideally the individual will be very familiar with accounts and agencies in the NY/NJ/PA area. Excellent communication and presentation skills a must. Knowledge of the industry is also essential. ***Location: New Jersey***

Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

On-Line Copy/Production Editor (CW)

The online copy/production editor is responsible for the daily copy editing and production of editorial content for Computerworld's Web site, @Computerworld, guaranteeing that it is of top quality. Requirements include a college degree, 2+ years of copy editing experience, knowledge of AP style, familiarity with technology terminology and issues. Familiarity with HTML coding and Web page production, skills in Lotus Notes, Xywrite and a desktop publishing program is a plus. ***Location: Framingham, MA***

Contact: E. Fanning, Fax: 508-875-8931, Phone: 508-820-8174, Email: ellen_fanning@cw.com

Advertising Coordinator (GamePro)

You will be responsible for coordinating all advertisingplacement activities related to both sales and production for GamePro Media Group products. Ideal candidate must be organized, detail and numbers oriented, possess excellent written and verbal communication skills, be able to prioritize and adapt quickly in a multi-task, fast paced environment. Macintosh proficient, specifically Excel and Filemaker Pro. Minimum one year of related experience, BA/BS in Advertising or Marketing preferred.

Location: San Mateo, CA

Contact: G. Rambis, Fax: 415-349-1598, Phone: , Email: grambis@gamepro.com

Customer Service Rep, Part-time (GamePro)

Responsibilities include answering subscriber questions and resolve problems, process new orders, and communicate with outside fulfillment house on customer service issues. Some administrative support, including filing, data entry, and inventory tracking. Requirements include excellent verbal and written communication skills, good disposition, attention to detail, Macintosh proficiency, specifically Word & Excel; familiarity with Filemaker Pro a plus. Customer service experience preferred. ***Location: San Mateo, CA***

Contact: I. Basurto, Fax: 415-349-2309, Phone: 415-286-2501, Email: ibasurto@gamepro.com

Accounting Assistant (IDG)

The person in this position will be responsible for the reconciliation of monthly bank statements for approximately 35 IDG business units. Other departmental duties may be assigned on an as needed basis. The successful candidate will have a high school degree, have completed basic accounting courses and have at least 2 years of experience working in an accounting department.

Location: Framingham, MA

Contact: M. Higgins, Fax: 508-935-4600, Phone: 508-935-4766, Email: molly_higgins@idg.com

Administrative Assistant, Temporary (IDG Global Comm.)

Responsible for providing clerical and administrative support to a staff of 7 individuals. Responsibilities included answering phones, filing, organizing staff meetings and will be assisting with purchasing, paying invoices, billing and database data entry. Working knowledge of MS Word and MS Excel a must. Experience with email is a plus. Temporary position, 30-40 hours a week (hours are flexible); no benefits. ***Location: San Mateo, CA***

Contact: D. Garza, Fax: 415-524-5730, Phone: 415-524-5701, Email: diana_garza@idg.com

Acquisitions Administrative Assistant (IDG/B)

Will perform administrative and scheduling tasks for the Acquisitions Director and the Acquisitions Team. Responsible for tasks related to the publishing process as assigned by the manager. Prepare and distribute launch packets that are delivered from acquisitions to editorial and marketing. Must have excellent communication, organizational, and teamwork skills. Computer literate and college degree required. Publishing experience preferred. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Receptionist (IDG/B)

Will greet business partners and applicants. Will answer, transfer, and screen phone calls. Handle correspondence (any incoming packages from a courier) and receive and route faxes. Maintain Company phone lists. Manage facility maintenance concerns and address cleaning concerns. Will also be responsible for managing the conference rooms for the entire building. Requires a minimum of two years experience in a receptionist position with a multi-line phone system. Should be IBM-PC proficient with working knowledge of Excel and MS Word. Must have strong interpersonal skills, flexibility and the ability to multitask.
Location: Foster City, CA
Contact: S. Klippel, Fax: 415-655-3206, Phone: 415-655-3230, Email: sklippel@idgbooks.com

Acquisitions Assistant (IDG/B)

Responsible for tasks related to the acquisitions process including maintaining accurate records, drafting, proofreading, and coordinating contracts, handling author signing payments and payment log, and assisting in research of competing titles and markets for potential projects. Will perform administrative and scheduling tasks for the Chicago Acquisitions Department. Must have excellent communication, organizational, and teamwork skills. Computer proficiency in Excel, Word, and ACT. College degree required. Editorial/Publishing experience preferred. ***Location: Chicago, IL***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Acquisitions Coordinator (IDG/B)

Works with the Acquisitions team and the Product Marketing Manager to coordinate and administer the research, development, and delivery of internal forms for publishing board approval and presentation to the marketing and sales departments. Will also perform tasks related to the publishing process as assigned by the manager, serve as the team's resource for product and topical research, and aid in integrating the acquisitions and editorial teams. College degree, computer technology expertise, and publishing experience required. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Acquisitions Manager (IDG/B)

Acquisition and editorial responsibility for the relevant product in relation to the identification of market needs, acquisition of product, implementation of strategies, and maintaining acquisition process. Oversees acquisition, editorial, and research coordination activities pertinent to relevant product. Responsible for maintaining internal functional responsibilities as well as building external industry relationships. Requires a college degree with 4-6 years experience. Must have management experience in acquisitions position with author acquisition responsibility and high volume or start-up company. Computer product/trade experience a plus.
Location: Chicago, IL
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Acquisitions Manager/Director (IDG/B)

As a member of the Dummies Press management team, an acquisitions manager manages the acquisitions staff and workflow for Dummies Technology Press. An acquisitions manager also performs tasks related to the publishing process as assigned by the Publisher. Must be able to meet quality standards, on time and within budget. Will be expected to maintain or exceed that industry standards for timely publishing on topics and within series. Also, responsible for building and maintaining interdepartmental relationships as well as successful author relationships. College degree and acquisitions experience required. Must also have experience in team level management and publishing. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Editorial Assistant (IDG/B)

Provide materials and research as needed to Publisher, Acquisition team, Editorial team, and Marketing team. Assist in review of manuscripts and page proofs, the routing of marketing materials, and the preparation/coordination of sales conference materials as appropriate. Responsible for administrative duties such as copying, filing, faxing, correspondence, and maintaining logs and directories. Strong organizational skills along with excellent oral and written communication skills. Computer proficiency in Excel, Word and ACT, PowerPoint, Access, and PageMaker. College degree preferred and some general office experience.
Location: Chicago, IL
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Credit Coordinator (IDG/B)

Promote & maintain excellent inside and outside customer relationships. Monitor internet for information on existing accounts and keep Credit Manager advised. Manage and distribute reports & orders for account reps and customer service staff. General support to Credit Manager. Minimum 2 years experience in a high volume credit dept preferred, strong customer service background, and basic accounting knowledge preferred. Associates degree in business or equivalent experience. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

New Accounts Assistant (IDG/B)

Set up & maintain credit files to ensure accuracy and completeness. Financial analysis and processing of international & domestic new and existing account applications. Assume a major role/responsibility with customers/PRI/IDG staff in facilitating a smooth transition from PRI to internal IDG processing of accounts. Minimum of associates degree in business or equivalent experience. Previous experience in a high-volume credit department processing new accounts with familiarity with credit reporting and evaluation of customer financial stability. International credit and letter of credit experience is desired. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Customer Service Representative (IDG/B)

Will maintain positive relationships with IDG Books Customers. The position involves heavy telephone contact with new and existing customers. Will be responsible for assisting customers with ordering needs, provide product information, clarify delivery requirements and respond to order related inquiries. Must have excellent phone communication and influencing skills, and preferably possess a background in the computer & book publishing industry. 1-3 years customer service experience required. Working knowledge of PC's with experience in Windows 95, Word, Excel, & PowerPoint. BA/BS preferred. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

National Account Sales Manager (IDG/B)

Will plan, develop, and implement sales policies and programs to build/maintain successful relationships with national clients (office super stores). Candidates must possess a BA/BS; 3-5 years of relevant, hands-on experience, including 2 or more at the national account level; thorough knowledge of the publishing and computer industries; excellent communication skills; and an independent, entrepreneurial work ethic. Travel required. ***Location: Chicago, IL***
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Product Technical Support Rep (IDG/B)

Will provide technical support directly to customers that have phoned, faxed, emailed, or left voice mail messages. This position involves direct customer contact, answering and solving technical question for software supplied with IDG book products. Working with customer service and sales administration, will execute support programs to address known problems while quickly reacting to unknown problems. Will also assist in developing scripts, technical solutions and documentation in support of IDG products. Must have a solid technical background in both Mac and PC hardware. Ability to function in a high volume, customer driven environment. At least 1 year customer service experience. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Inside Sales Representative (2) (IFW)

This position reports to the Director of the Recruitment Division. Responsibilities include prospecting, selling, and maintaining recruitment advertising for the publication via telemarketing. Requires 2-3 years of telephone sales experience (preferably in recruitment advertising), strong customer service skills, excellent communication skills, and knowledge of Windows 95, Lotus Notes, & Desktop Publishing preferred. Knowledge of the computer/high tech industry and internet experience desired. A college degree in marketing or business (or equivalent experience) desired. ***Location: San Mateo, CA***
Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Regional Sales Manager (IFW)

Responsible for the growth and development of $4M sales territory in the Bay Area. Revenue streams include both the print and on-line editions of InfoWorld. Must have a thorough understanding of the Enterprise IT market as well as knowledge of InfoWorld's position and role in that market. Responsibilities also include training and managing an Account Execute (inside salesperson) and Sales Associate (sales support person). ***Location: San Mateo, CA***
Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Regional Sales Manager (IFW)

Responsible for prospecting, maintaining and increasing sales of ad pages & share-of-market advertising space for InfoWorld in both our print and "electric" editions. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Responsibilities also include training & managing an Account Executive and Sales Associate. ***Location: Framingham, MA***
Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Account Manager (MHA)

Aggressive sales managers needed to attain established sales quotas through telephone contact and face to face presentations. Bachelor's degree and 3-5 years sales experience in either trade shows or the high-tech market required. ***Location: Norwood, MA***
Contact: K. Heenan, Fax: 617-440-0300, Phone: 617-440-2724, Email: -NA-

Public Relations Manager (NW)

Network World, Inc. is looking for a high visibility public relations professional to enhance the awareness of Network World Inc. and its products through public relations, promulgation of NW market research, and other marketing communications vehicles. Keeping our visibility high with the local, national and high technology press is key. Qualified candidates should possess 6+ years of PR experience, be knowledgeable about the technology or networking industry and have superior writing and communications skills. Agency experience a plus. ***Location: Framingham, MA***
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Senior Director, Recruitment (NW)

Network World, Inc. is looking for an experienced sales professional to join its sales team to lead the high growth potential Recruitment Advertising Department. Responsibilities include leading the growth in revenue through new strategies including, but not limited to, in-person selling to key national recruitment agencies and expansion and further leveraging of NW career fairs. Qualified candidate will possess proven sales experience, be very Internet savvy, have prior sales management experience and have demonstrated strong leadership abilities, creative selling and organizational skills. Key contacts in the high technology recruiting industry a plus. ***Location: Framingham, MA***
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Senior Associate Editor (PCW)

PC World is looking for a smart, savvy features editor who can handle a broad range of articles - from hands-on product evaluations and how-to stories, to investigate reporting pieces. Superb writing and editing skills and a thorough grasp of project management are essential. Must have at least 3 yrs experience working as an editor for a publication and thorough knowledge of personal computer products and companies. ***Location: San Francisco, CA***
Contact: D. Tynan, Fax: 415-974-7316, Phone: 415-267-1762, Email: -NA-

Copy Editor (PCW)

Areas of responsibility are copy edit manuscripts, daily news content, CD-ROM game reviews and columns. Post daily news to Web site and add related links. Special skills and requirements are 2 to 3 years experience on a daily, weekly or monthly publication. Working knowledge of CMS and some HTML helpful. Ability to work well with others under deadline pressure and adhere to daily, weekly, and monthly deadlines. ***Location: San Francisco, CA***
Contact: K. Stein, Fax: 415-442-1891, Phone: 415-974-7362, Email: kim_stein@pcworld.com

Advertising Director (WEB)

Web Publishing is seeking a Director of Advertising for WPI/JavaWorld/NetscapeWorld/SunWorld/ NC World online magazines. The person in this position will set as a priority an aggressive plan to meet or surpassall WPI goals for advertising revenue; supervise and train qualified sales and sales support staff; provide leadership, establish sales force performance goals and rating criteria as well as develop sales commission/incentive programs; maintain excellent knowledge of the Web developer market and publishing competitors in that market; and represent WPI at trade shows and other meetings. The successful candidate will have experience in selling advertising (online sales a plus); advanced problem solving skills, strong communication skills; and knowledge of the Web Developer market. ***Location: San Francisco, CA***
Contact: C. McMullen, Fax: 415-267-4570, Phone: 415-267-4527, Email: colette@wpi.com

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Where to find a complete list of job opportunities across IDG:

1. Lotus Notes - Job Opportunities Database
2. IDG Central - http://idgcentral.com
3. IDG Home Page - http://ww-.idg.com
4. Job Hotline - East Coast ⇨ 508-935-4406 West Coast ⇨ 415-978-3100
5. Monday, May 26, 1997 edition of the World Update

TRAVEL UPDATE

Delta Airlines Prohibits Back-to-Back Ticketing

Effective immediately, Delta Airlines is prohibiting back-to-back ticketing. This form of ticketing involves issuing passengers two round-trip, non-refundable tickets. Travelers use only one portion of each ticket, which is often less expensive than issuing one round-trip ticket.

Delta, along with all other major carriers with the exception of Continental Airlines (which is the only U.S. carrier to date that does not prohibit back-to-back ticketing) now reserves the right to challenge passengers traveling on back-to-back tickets at the airport and to either refuse passage or charge the passenger the difference between the purchased fare and the non-discounted coach fare.

This form of ticketing has only been challenged recently, with the airlines' purchasing of sophisticated software that tracks and identifies back-to-back ticketing practices by frequent flyer number.

Note: IDG Corporate Travel does not allow or endorse this form of ticketing. Failure to comply with this ruling can result in loss of negotiated contracts, fees, and immediate revocation of ticketing privileges from an agency and corporation which would, in turn, result in a loss of thousands of dollars in savings and revenue to IDG.

Delta Has 112 Trans-Atlantic Flights Each Week from JFK

Delta Airlines will now offer the most trans-Atlantic service from New York's John F. Kennedy airport through a recently announced partnership with Swissair, Sabena and Austrian Airlines. Effective June 1, Delta will offer 112 weekly trans-Atlantic flights from JFK through this alliance which provides seating on Sabena flights from Brussels to Oslo, Glasgow, London, Leeds and Geneva along with Swissair flights from Zurich to Geneva and Austrian Airlines flights from Vienna to Warsaw.

In support of this new product line, Delta will be upgrading its trans-Atlantic business class service over the next few weeks with new seating, entertainment and cuisine.

Passengers will find nearly twice as much room to recline, and 100% more legroom when new seating is installed. Sony Video Walkmans and a choice of 11 recent hit movies will provide new entertainment options. Cuisine improvements include the addition of specialty teas from England, gourmet desserts from Peachtree Ghirardelli and gourmet entrees such as Cornish game hen with wild rice.

Delta Offers Discounted Water Shuttle Service

Delta Airlines now offers discounted rates on the Delta Water Shuttle in New York City in conjunction with IDG's negotiated Boston-La Guardia fares. One way fare on the water shuttle is $15.00; round-trip is $25.00, and Delta Skymiles members will receive 100 miles for each fare purchased. The water shuttle now offers the quickest, most convenient service to Manhattan — 10 minutes to 62nd Street, 25 minutes to 34th Street and 40 minutes to Wall Street. Coming soon: additional stops at 75th and 90th streets.

Internet Phone Booths Soon to Arrive at Airports

CyberFlyer Technologies of Denver is currently working on an Internet phone booth that will give travelers Internet access and e-mail capability on the road. CyberFlyer says its "phone booth of the future" will feature a PC utilizing an Intel Pentium processor with MMX technology, flat screen monitor, conventional keyboard and high-speed, T1, Internet access. Services from American Online, Netcom and Microsoft Network will be included, along with special links to local businesses, travel news and airport information.

Explosive Detection Systems Installed at O'Hare, JFK

Explosive detection systems have been installed in United terminals at Chicago's O'Hare and New York's John F. Kennedy airports. Eventually, the systems will be installed in other airlines' terminals. These devices are the first of the 54 systems that will be shipped to U.S. airports this year. The O'Hare system will scan checked baggage for international flights at terminal 1, and at JFK, the system is located at terminal 2. Both systems have been installed at United Airline's terminals at both airports, and full integration into United's baggage system will be introduced later.

IDG Corporate Travel is located at 500 Old Connecticut Path in Framingham, Mass. Contact the travel reservations department at tel: 800-743-4432 or 508-820-8686. The San Francisco office is located at 501 Second Street and may reached at tel: 888--234-8777 or 415-267-1740.

IDG Corporate Travel Manager ***Lyndsey Pomella*** *contributes this column each month. She may be reached at: lyndsey_pomella@idg.com.*

HR UPDATE

401(k) Open Enrollment

The open enrollment period for the 401(k) plan is being held the entire month of May. To be eligible, you will need to have completed one year of service (approximately six months of full time) by July 1. If you are already a participant and wish to change your contribution percentage election, you may do so at this time. Many business units will be conducting presentations that discuss the plan in greater detail. If you are interested in attending, check with your local HR representative to find out if there is a presentation scheduled near you.

Health Insurance Open Enrollment

The open enrollment period for IDG's health plans is being held the entire month of May. During this time, you may choose to change your health care provider.

John Hancock Changes Name, Relocates Claim Center

John Hancock is now being called John Hancock/UNICARE. It is expected that eventually the name John Hancock will be dropped and the plan will be called UNICARE. This change is a result of the sale of John Hancock in March 1997.

John Hancock recently announced plans to close the Goshen Client Service Center in West Chester, Pa., and transfer accounts to the Greensboro, N.C., Service Center effective June 27.

New cards and claim forms will be made available to all employees by the second week of June.

If you have any questions regarding open enrollments, or the above changes, please contact your local human resources representative.

ASK HR

Q When can we expect to hear the results of this year's Employee Survey?

A The U.S. Employee Survey results were distributed to Human Resources directors and business unit presidents last week. Employees should expect to have survey feedback meetings with their managers and HR directors during the next month. Business unit action plans are due to IDG Chairman **Pat McGovern** on June 20.

This year marked the survey's highest response rate ever — IDG's overall response rate exceeded 90%. More than 2,000 U.S. employees responded to this year's survey. Business units that exceeded a 95% response rate include: Computerworld, IDC, IDG Books, IDG Central Services, IDG Corporate, IDG Global Communications, IDG List Services, IDG Research Services, IFTW Central Services, GamePro Media Group, PC Games, InfoWorld, Internet Commerce Expo, Macworld and Network World.

Of particular note, several business units in that list — Computerworld, IDG Books and IDC — each have more than 300 employees. Congratulations to Network World for being the largest business unit to achieve a 100% response rate for this year's survey.

Are there plans to incorporate a more competitive paid maternity plan into the benefits package? As it stands now, employees get one week at full pay for every year of employment at IDG (under the short-term disability program). This is hardly competitive with other companies whose standard packages begin at six weeks, regardless of time with the company and can then be added to based upon years of service or unused vacation.

At this time the Corporate Benefits Group has not reviewed all of the feedback from this year's Employee Survey. Once the review is complete, areas of concern will be prioritized, analyzed and researched. If the maternity/short-term disability benefit proves to be an area of broad concern to U.S. employees, it will be looked at in greater detail by the Corporate Benefits Group. (While you are correct that employees receive paid leave based upon their years of service to the company, this is coordinated with the Family Medical Leave Act, under which employees are entitled to up to 12 weeks of unpaid leave to care for a newborn, newly adopted or ill family member.) In evaluating any benefits-related issue, the group looks at market trends, survey data and future cost projections. Recommendations will be made and presented to the Executive Committee for approval.

This method of review and analysis has been quite successful in past years. The most recent improvements, the vacation schedule and mental health benefits enhancements, were in direct response to the survey results.

If you have a question you'd like to see answered in this column, send it to IDG World Update at e-mail: world_update@idg.com; fax: 617-423-0712; 31 Milk St., Suite 210, Boston, MA 02109.

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

WANTED TO RENT

• **Vacation home on Cape Cod, Mass.** Two weeks. Four or five bedrooms, near water. Dates flexible but prefer July 25-Aug. 10.

— Korie Pelka, IDG Books, 415-655-3056

FOR SALE

• **Victorian house, Wells, Maine.** Shingle-clad Victorian nestled on a quarter acre, one mile from Moody/Ogunquit Beach. Storybook exterior greets you with gables dressed in fishscale shingles framed by custom millwork and Marvin windows of mixed shapes and sizes. Interior boasts living room with handcut marble fireplace, flanked by built-in bookcases. Raised dining area with wall of stone and arched opening into kitchen fitted with white custom cabinetry and Vermont soapstone sink. All with gleaming hardwood floors. Two bathrooms replete with beadboard wainscotting, antique tiles and clawfoot tub. The three bedrooms showcase a built-in window seat, antique fireplace mantle, generous closet space and sisal carpeting.

Want to discover more nooks and crannies of this seaside charmer recently featured in *HOME* magazine's Best Selling Home Plans? Please ring Jean for a copy of the article and a detailed list of amenities. $175K.

— Jean Kolak-Mercer, 508-620-7757,
jean_kolak-mercer@cw.com

• **Cape House, Wells, Maine.** Year-round cozy and comfortable Cape on large lot only one mile to Moody Beach. Eat-in kitchen, fireplaced living room, full bath, four bedrooms (two upstairs with wide pine floors). Will sell partially furnished as ideal vacation home with great rental history. $110K.

— Jean Kolak-Mercer, 508-620-7757,
jean_kolak-mercer@cw.com

• **Lovely home in West Natick, Mass., neighborhood**. Minutes from *Computerworld* and *Network World* offices. Three-bedroom multi-level. New kitchen and baths. Built-ins, hardwood floors and beautiful woodwork throughout. Wonderful backyard. Great schools. Asking $242,000.

— Contact *IDG World Update* editors or 508-651-3629

• **'93 Toyota Camry V6 XLE.** All options including ABS, Lojack, Complete Gold Package, wood grain dash, rear spoiler. Emerald green w/oak leather interior. 32k miles, excellent condition, garaged, original owner asking $15,900. Please call no later than 9 p.m.

— Michelle Lajeunesse, IDC, 508-528-8188

• **Apple Newton PDA 130** with Graffiti, Equate 2.0, Now Synchronize, Leverage, 2 MB storage card and AC adapter. Like new. $250.

— Victoria Gonin, *Computerworld*, 201-587-0090

• **Hunter green leather couch.** One year new. Three-piece sectional in perfect condition! Tremendous quality with baseball stitching. Originally $6,800. Yours for $3,800 or b/o.

— Nancy Mack, *Computerworld*, 508-820-8152

FOR RENT

• **Hilton Head, Palmetto Dunes, The Village** (South Carolina). Two-bedroom, two-bath condo. Sleeps six. Tennis, golf next to condo. Bike, canoe, roller blade rentals. Three-minute walk to Atlantic Ocean beach. Heated pool next to condo. Outlet stores, movies, nature trails. Near the historic cities of Charleston and Savannah. Available week of 9/20-9/27 or 9/27-10/4. $575 per week.

— Judy Sutter, *PC World*, 770-668-5417

• **Cape Cod cottage, Dennisport, Mass.** Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower, on private cul-de-sac. $550/week.

— Valerie Sanclemente, IDG Paper Supply, Co.,
leave message at 508-877-4313

THIS VIEW COULD BE YOURS!

• **Hawaiian paradise.** Keke Leo: An enchanting three-bedroom, two-bathroom home on Kauai's spectacular north shore, 10 minutes from Hanalei Bay. Unique design with large master bedroom and spacious living room upstairs, two bedrooms downstairs. Wrap-around lanai with ocean and mountain views. 100 ft. from the ocean. Special rate for IDG employees and friends.

— George Clark, *Macworld*, 415-978-3301,
george_clark@macworld.com

BIRTHS

PC World's **Scott Danish** and his wife Lisa welcomed their second child, Jack Carlton Danish, into the world on April 28. The baby measured 19 inches and weighed 6 lbs. 6 oz. Everyone, especially sister Melissa (age 4), is happy and healthy.

HOUSE EXCHANGES • FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT • BIRTHS

IDG WORLD UPDATE's MARKETPLACE

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

DON'T FORGET: MARKETPLACE IS ONLINE

Next time, don't wait a whole month! Check out Marketplace on IDG World Update Online (http://idgcentral.com or on Lotus Notes) for both U.S. and international listings. All information is updated daily.

Still don't have a password? Send a request for a login and password to globalcomm@idg.com.

BIRTHS (continued)

Tania Evans of IDG Australia is very proud and extremely excited to announce the safe arrival of her baby girl, Charlotte Ivy, born April 2 weighing 9 lbs. 3 oz.

IDC's **Ellen** and **Ted Julian** welcomed Joshua Edward into the world on April 19. Joshua was 6 lbs., 15 oz. and measured 21 inches long.

IDG World Update Editor **Patricia Smith,** husband Mark and big brother Jason welcomed Dean Arthur into the world on May 13. Dean weighed 7 lbs., 14 oz. and was 20.5 inches long.

PEN PALS

Victoria, the daughter of IDG Bulgaria's **Tatiana Hinova,** is seeking a pen pal from a French-speaking country. Victoria is 14, enjoys tennis, swimming, theater and "space girls." Contact Tatiana at IDG Bulgaria (tel: +359-2-963-2017 or e-mail: idg@mbox.digsys.bg) for mailing address.

Alexander, the son of IDG Australia's **Catherine Ross** is seeking a pen pal, preferably from the U.S., but is open to correspondents elsewhere. Age 10, Alexander enjoys athletics (especially shot put and discus), tennis, swimming and karate (yellow belt) and pizza! Contact Catherine (tel: +61-2-9439-5133, fax: +61-2-9906-4684) for Alexander's mailing address.

The daughters of General Manager of IDG Venezuela **Peter Cernik** are both interested in pen pals. Daniela, 15, enjoys music, parties, pizza and books. Patricia, 13, likes music, pizza, books and art. Both girls have their own e-mail addresses and would enjoy chatting on the Web or mail correspondence. Contact Peter at cernik@cwv.com.ve, tel: +58-2-9527427, fax: +58-2-9533950 for their e-mail or mail addresses.

Send your ads in by June 17 in order for them to appear in the June 23 issue.

(Note: International listings will only be posted online.
They will no longer appear in a monthly print version.)

Please include the following in the next edition of Marketplace:

(Circle one) For sale, for rent, wanted to buy, marriage or birth announcement, pen pal, house exchange

Your name:

Business unit: Tel:

Send information to *IDG World Update* at fax: 617-423-0712 or via e-mail at world_update@ idg.com.

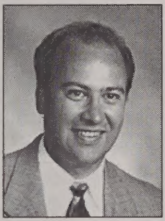
Outstanding Employees Receive Excellence Awards

Fourteen IDC employees — and one IDG staff member — recently earned IDC Excellence Awards for the second quarter of FY97. IDC's U.S. employees nominate colleagues; winners are chosen by a five-member committee. Excerpts from the winners' nominations appear below.

IDG WORLD UPDATE

THE IDCNET TEAM DELIVERED THEIR PRODUCT ON TIME AND UNDER BUDGET. *(Front, left to right):* ***Diane Elhilow****, Interactive Products and Services (IP&S),* ***Nancy Sheehan****, IDG Finance;* ***Michael Olfe****, IP&S. (Second row, l-r):* ***Chris Whelan****, IP&S;* ***John St. Martin****, IDC Finance;* ***Dan Niven****, IP&S. (Third row, l-r):* ***Scott Williams****, IP&S;* ***Brian Degan****, IP&S;* ***MaryAnne Sinville****, Marketing;* ***Ralph Borcherds****, IS. Not pictured:* ***Steven Lee****, IP&S.*

BUSINESS DEVELOPMENT



Keith Kmetz, research manager, single-handedly built the Multifunction Peripherals Program from $0 to $390,000 in less than two years and established the U.S. continuous information service (CIS) for the program. Both the forecast model and survey model have been instrumental in launching the European and Asia Pacific programs. His hard work and customer focus have made him well respected by clients and the industry, and subsequently he has been widely quoted in the press.

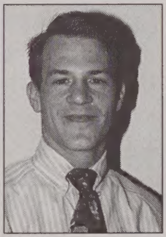
BUSINESS DEVELOPMENT

Program Director **Caroline Robertson** has been exceptionally successful in growing the Business Network Services Program, which is 123% of revenue plan and 183% of profit for the year to date and is expected to exceed $900,000 in revenues for this fiscal year. Her CIS spinoff program for Internet clients has also been successful; since its inception six months ago, it has already logged bookings of more than $150,000.

QUALITY

Sales Analyst **Michael Wallace**'s faithful determination to ensure the accuracy of the Global Bookings Database has been outstanding. In the short time he's held this responsibility, he has made a tremendous impact on the report of sales; reports have proven to be an extremely valuable tool for both management and sales personnel. Moreover, he has been patient, conscientious and responsive to everyone's needs.

SERVICE



Sales Operations Specialist **Steve Phillips** exemplifies IDC's core value of dedication to customer service. He is continually willing to "go that extra mile" in providing an unbelievable level of support for both internal and external customers. His positive, "can-do" attitude has been critical to the successful completion of the strategic initiatives of the sales department.

TEAMWORK

At the IDC Global Accounts Council meeting last October, IDC President **Kirk Campbell** established delivery of IDC research to customers via the Internet as IDC's No. 1 priority for FY97. Each IDCNet team member was a key contributor in bringing IDCNet to market, persevering through immature Internet technologies, resource constraints, an impatient marketplace and the challenge of having to redesign many of IDC's business processes.

The 11-member IDCNet team (pictured above) spanned organizational lines across IDC as well as IDG and laid the groundwork for tremendous new marketing opportunities, more intimate customer relationships, increased revenue opportunities and improved research analyst productivity. The team met Kirk's challenging commitment to customers and did so on time, under budget and with features that outperform our competitors.

SEE WHAT YOU'RE MISSING!

If you haven't visited IDG Central at http://idgcentral.com, you're missing out. Missing the latest items for sale on the *IDG World Update Online* Marketplace, the most recent job opportunities, travel updates, human resources news and more. Get your login and password by sending a request to globalcomm@ idg.com.

NOTEWORTHY

PROMOTIONS

BREWER

IDC's **Rich Brewer** has been promoted to senior analyst in the Network Support and Integration Services program. Rich joined IDC one year ago as a research analyst. "Rich has produced high-quality reports and bulletins, built strong relationships with clients and contributed significantly on a number of consulting projects," said Director of Support and Operation Services Research **Traci Bair**. "Rich is a true professional who has contributed dramatically to the development of the program. Through his dedication and thoroughness, he demonstrates a strong commitment not only to delivering the highest quality work possible, but also to furthering the overall success of the program," Bair noted.

JORDAN

IDG WORLD UPDATE

Network World has promoted several employees recently. **Ann Jordan** has been named senior ad coordinator. Ann has been with *Network World*'s ad/ops department for four years. "She has demonstrated increased knowledge in advertising and production related areas," said Director of Advertising Operations **Karen Wallace**. "Ann has very strong organizational skills and a keen eye for detail. Ann also has strong customer service qualities."

Jodi Cohen has been promoted to senior editor. "Jodi's been a tremendous contributor to *Network World* over the past few years in more ways than one," said News Director **Bob Brown**. "She's the top reporter in her beat area, consistently breaking product news ahead of the competition. Jodi's also become a name in the industry. The big shots at 3Com, Cabletron and the other companies she covers know who she is and come to her with the news."

Carol Stiglic has recently been named district manager in *Network World*'s West Coast office. Her new sales territory will include the Pacific Northwest, as well as San Jose, Calif., and Sunnyvale, Calif., in the Silicon Valley. "In her most recent position as an inside sales representative Carol was instrumental in working with the West Coast team to generate new business for the publication," said Western Regional Manager **Sandra Kupiec**.

McDONALD

Barbara McDonald has been promoted to director, marketing and business operations for Web Publishing, Inc. "Barbara has been a key member of the senior management team from the founding of Web Publishing, and I am glad for the opportunity to acknowledge her contribution," said President **Michael McCarthy**. "Barbara has demonstrated again and again a rare combined ability to think strategically and then execute in detail dependably and with superb judgment."

NEW EMPLOYEES

Fatih Yilmaz has joined IDG Turkey as the director of the books department. Fatih previously was the foreign news editor at a Milliyet daily. He is a graduate of political science faculty of Ankara University. Outside the office, Fatih enjoys reading, books, the Grateful Dead and swimming.

HO

ODESSA GUEVARA

Larry Ho joins IDG Books Worldwide in Foster City, Calif., as an accountant. Larry attended San Francisco State University and studied business with an emphasis on accounting. Outside the office, he enjoys football, biking, basketball, swimming and skiing.

IDC has hired two new employees recently. **Marisa Montanaro** has started with IDC as the business development manager for Latin America. Marisa previously worked at Smart and Friendly as a sales manager for Latin America and Canada. She studied romance languages at the University of Naples in Italy. Outside the office, Marisa enjoys swimming, gardening and roller blading. She is most proud of setting a recent record for revenue two months in a row at Smart and Friendly.

BULLIS

Brett Bullis joins as a senior research analyst for the printer market. Brett was previously a hardware production manager at Digital Equipment Corp. in charge of life cycle management of the laser printer product line. He has an M.B.A. from Northeastern University and a B.A. in marketing from New York Institute of Technology. Brett's hobbies include racing motorcycles, playing the drums and salt water aquariums.

HUNT

Tony Hunt has joined Web Publishing, Inc. as a sales associate. Most recently, Tony worked as a finance assistant at Hotwired Interactive Media, a division of Wired Ventures. Tony enjoys ocean sports, painting and creative writing.

Trina Fletcher has joined *InfoWorld* as a copy editor. Fletcher has an M.S. in print journalism from Boston University and a B.A. in literature from San Francisco State University. Outside the office, Trina enjoys film, reading and drawing.

TELL US!

Does your office have a new employee? Has someone recently been promoted? Let IDG World Update know. All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Sumiko Ozawa - IDC Japan

SIXTEEN YEARS
Karen Weston - IDC

FIFTEEN YEARS
Arline Clements - IDC Government

TWELVE YEARS
Francis Gens - IDC
Terry Lee - IDG Australia

TEN YEARS
Mary Musgrave - IDC
Jay Bretzmann - IDC

NINE YEARS
Steve Auerbach - IDC
Bruce Buckman - IDG New Zealand
Steve Moylan - InfoWorld
Vicki Peilen - PC World
Claudia Smukler - PC World
Don St. John - PC Games
Jose Luis Becerra Pozas - IDG Mexico

EIGHT YEARS
Brian Clarke - IDC

SEVEN YEARS
Scott McLarnon - IDC
Caroline Robertson - IDC
Gigi Wang - IDC
Charlotte Trim - IMS
Sergio Rizzi - IDG Italy

SIX YEARS
Mandie Johnson - IDG U.K.
Richard Zwetchkenbaum - IDC/LINK
Trace Weatherford - IDC
Adele Lee - Computerworld
Mary Harvey - IDC U.K.

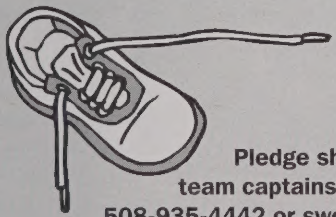
FIVE YEARS
Jean Dellarobba - Computerworld

FOUR YEARS
Dana Thorat - IDC
Kelly Kavanagh - IDC Government
Steve Martin - InfoWorld
Brian Fuce - CIO
Candelaria J. Olivares - IDG Mexico

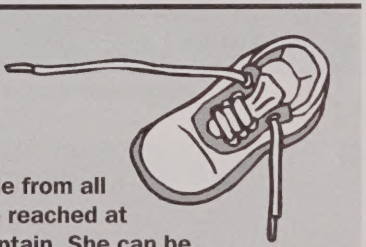
THREE YEARS
Diana Hwang Lien - IDC
Daniel Kusnetzky - IDC
Rhonda Veloni - IDC
Elisabeth Rainge - IDC
Yana Kouznetsova - IDG New Zealand
Tom Young - InfoWorld
Kathleen Sturtevant - IDG
James Sullivan - IDG
Eric Zimmerman - Computerworld
Patricia Peng - IDG Singapore
Santiago Cruz Pérez - IDG Spain

TWO YEARS
Jan Vladyka - IDG Czechoslovakia
Matthew Toolan - IDC
Michelle Byda-Attahir - IDC
Tatiana Engurasoff - IDC
Robert Gagnon - IDC
Richard Miller - IDC
Jillian Brown - IDG New Zealand
Jennifer London - InfoWorld
Kristin Follin - FCW
Zeynep Inci - IDG Turkey
Tina Carter - IDG Books
Ronald Hull - IDG Books
Megan Boese - IDG Books
Jeffrey Yoke - Computerworld
Michael Goldberg - Computerworld
Howard Baldwin - Macworld

ONE YEAR
David Fanning - IDG U.K.
Daniella Mastin - IDG U.K.
Paul Smithson - IDG U.K.
Christopher Fell - IDC
Michael Spinnato - IDC/LINK
Gregory Wilska - IDC Government
Chris Hollard - IDG New Zealand
Karen Ward - IDG New Zealand
Chris Dirk - IDG
Jill Steinberg - The Web
Kathleen Ohlson - IDG News Service



BOSTON AIDS WALK UPDATE



Pledge sheets for the June 1 AIDS Walk in Boston are now available from all team captains! The captain for CIO is Susan Woodworth and she can be reached at 508-935-4442 or swoodworth@cio.com, and for IMS, Jennifer Bayon is the captain. She can be reached at 508-820-8289 or jennifer_bayon@idg.com.

Please don't forget those matching gift forms and those great prizes that will go to the top fund-raisers! Isn't a weekend at a beautiful bed-and-breakfast in the mountains just what you need? Or maybe there's something special that a $300 gift certificate could buy? These prizes can be yours: just make those calls to your friends, family and colleagues asking them to support the AIDS Walk Boston. It's all for a great cause!

Thanks again!

Any questions, please see your team captain or call Deb Goldstein at: 508-370-0820 or Suzanne LePage at: 617-423-1125.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Tony Stagnitta will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* magnetic pens.

HONORABLE MENTIONS:

"It's from Microsoft...they call it 'Open Windows 95'..."

- Judy Schultz
Computerworld

"I thought we had worked the bugs out of this!"

- Joan Young
IDC West

"As you can see, this workstation's still a little buggy."

- Eos de Feminis
Macworld

"Are you sure this is the right way to debug?"

- Sean Chang
IDG Taiwan

"Here's that patch that Nukem Software guarantees will remove all bugs."

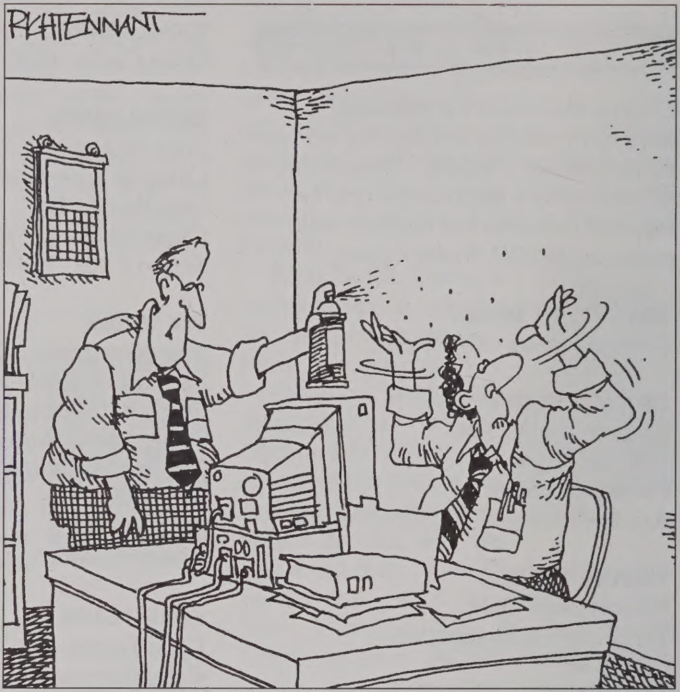
- Solomon Emanuel
IDG Singapore

"Hold still, Mac! I'm just beta testing the latest version of Disinfectant."

- Maridee Ennis
IDG Books Worldwide

"It's not only good for bugs, it'll kill those little UFOs flying around your head!"

- Rob Springer
IDG Books Worldwide



"George, are those flies giving you megabites again?"

- Tony Stagnitta
IDG Australia

"It's an air of confidence — much needed in a world of smart computers and Dummies books."

- Garrett Culhane
IDG Books Worldwide

Rich Tennant's original caption:
"They're fruit flys, Rog. For gosh sake, how many Applets have you written today?!"

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 21

May 26, 1997

BPA WEB AUDIT SHOWS DOUBLING OF TRAFFIC ON NETWORK WORLD FUSION SITE
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ON LINE: IMS' LAURIE MORGAN CONTINUES HER UPDATE ON IDG'S GATEWAY SITE AND GWAN
PAGE 3

OFF SITE: FOR MW'S JESSICA GRAVES A PASSION FOR MUSIC LEADS TO A COLLECTION OF NOTE
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Brazil Licensee Fine-tunes *PC Player* for Local Market

The Brazilian version of *PC Games* magazine reinvented itself earlier this month with a redesigned magazine, an improved CD-ROM and an enhanced Web site.

http://www.pcplayer.com.br
PC PLAYER
NOVO CD
• INTERFACE EM PORTUGUÊS
• PRÁTICO DE INSTALAR
• FÁCIL DE JOGAR
10 HORAS DE ACESSO À INTERNET
4 DEMOS PARA JOGAR ONLINE NO NO
E MAIS: 11 DEMOS, UTILITÁRIOS, SCREEN SAVERS...
NA REVISTA E NO CD
MDK
GAME FUTURISTA DE ARRASAR
multimídia EVE, A GÊNESE DE PETER GABRIEL NO PC
online OS MELHORES SITES PARA JOGAR EM REDE
tecnologia NAVEGUE NA WEB COM SUA TV

Launched in May 1996, *PC Player* is published by licensee CLC in São Paulo, which also licenses *GamePro* content for its *Supergamepower* title. CLC is currently the only IDG affiliate to license *PC Games* content.

Problems with the interface of the CD-ROM cover mount prompted Magazine Manager **Francesco Civita** to examine the whole *PC Player* package. To ensure that readers can easily use the disc, *PC Player* developed its own interface — in Portuguese rather than English — that is simpler and easier to install. The CD now comes with a disinstaller that enables users to quickly find and discard the games they don't want to keep. It also contains online

• CONTINUED ON PAGE 5 •

Vietnam Computerworld Expo Emerges as Nation's Top IT Event

SOME 1,600 ATTENDEES PACKED THE SIX-DAY SHOW'S COMPREHENSIVE *conference program last month.*

The second Vietnam Computerworld Expo topped last year's attendance by 7,000, attracting 72,000 government officials, corporate and private users. Ninety exhibitors from the U.S., Japan, Hong Kong, Vietnam, Thailand and Singapore, including Acer, Apple, Compaq, Epson, Hewlett-Packard, IBM, Intel and Sigma Design, participated in what has become the country's leading computer-related event.

The show, held April 23-28 at the Kasati Exhibition Center in Ho Chi Minh City, also included a comprehensive conference program for 1,600 attendees and a software pavilion that displayed the latest local software developments.

As the primary show organizer, IDG World Expo/Asia recruited foreign IT companies and provided overall management. The co-organizers were the Vietnam Chamber of Commerce and Industry, which helped solicit government support and applied for show-related licenses, and the Ho Chi Minh City Computer Association, which helped organize the confererence and recruit domestic Vietnamese IT companies.

PC World Vietnam provided promotional support, IDC Asia Pacific Research Manager **Leong Chee Ming**

• CONTINUED ON PAGE 7 •

IN BRIEF

NetscapeWorld to Publish Show Daily at Netscape Developer Conference

NetscapeWorld will publish the show daily at the Netscape Developer Conference, to be held June 11-13 at the San Jose Convention Center, according to **Colette McMullen**, group publisher.

NetscapeWorld is part of IDG's Web Publishing Inc. group, which also produces *JavaWorld*, *SunWorld* and *NC World* — all published exclusively on the Internet.

The show daily, to be called *NetscapeWorld's DevCon Daily*, will be published online and viewed through approximately 30 kiosks scattered throughout the convention center. Covering technology trends and the latest Web products from Netscape Communications Corp. and third-party developers, the show daily also will be accessible over the Internet for those unable to attend the conference. The editor-in-chief of *NetscapeWorld's DevCon Daily* is **Trisha Gorman**, a senior editor on the staff of *NetscapeWorld*.

"*NetscapeWorld* has shown itself to be one of the leading online publications for the Web development community," said Danny Shader, Netscape's vice president of developer and industry relations. "With its proven ability to provide professional, technical content to a demanding developer readership of more than 100,000 subscribers, *NetcapeWorld* is the ideal partner to deliver high-quality, timely news of the Netscape Developers Conference both to attendees as well as to the Internet development community worldwide."

NetscapeWorld's DevCon Daily will begin publishing a week prior to the start of the event in order to help attendees plan a more useful conference experience and to generate excitement about the show. Look for *NetscapeWorld's DevCon Daily* starting June 4 at http://www.devcondaily.com.

*For more information, contact **Barbara McDonald**, Web Publishing's director of marketing and business operations, at tel: 415-978-3395; e-mail: barbara@wpi.com.*

Network World Fusion Site Doubles Traffic; Users Up 50%

Network World Fusion last week released its first-quarter1997 BPA International Interactive Audit Report. The BPA Web audit provides independent, third-party verification of Network World Fusion's 100% registered traffic and demographics. According to the BPA International Interactive Audit Report for the three-month period ending March 31, Network World Fusion's page requests have nearly doubled since its previous Web audit in December 1996, increasing from 1,331,733 to more than 2,247,574 total quarterly page requests. Network World Fusion's registered user count also increased significantly, up nearly 50%, for a total of 93,858 registered users.

Network World Fusion is a fully registered site that provides members with a wealth of 24-hour news, forums, information and resources on the network industry, as well as an online community of peers to share ideas and gain insights. The site offers advertisers an unparalleled opportunity to target an influential community of top-level network IS managers on the Web. More than 24 leading high-tech companies currently feature Web banner advertising on Network World Fusion, including Ascend, Cabletron Systems, Cisco Systems, IBM, Hitachi, Microsoft, 3Com and U.S. Web.

*For more information, contact **Heidi Creighton**, Network World, at 508-820-7528, or via e-mail at heidi_creighton@nww.com.*

Network World Fusion BPA Web Audit

Registered Activity	100%
Total Registered Users	93,858
March Monthly Page Requests	1,194,399
Average Daily Page Requests	25,121
Network Platforms Installed/Planned	99.4%
Site Purchasing Influence	92.3%

(SOURCE: BPA INTERNATIONAL AUDIT REPORT 03/31/97, PERCENT OF TOTAL REGISTERED USERS)

Request a Login to IDG Central Via the Web

It's now easier than ever to get a login and password to IDG's intranet, IDG Central. Just click on the link at http://idgcentral.com, fill out the form you'll find there and submit it. Once the staff at IDG Global Communications has verified your employment, you will receive your new login and password via e-mail.

If you have any questions or comments, please call 415-524-5700 or send an e-mail to: globalcomm@idg.

ON LINE

LAURIE MORGAN

DG International Marketing Services' senior vice president, Internet Development, is this week's columnist. Part 1 of her column appeared in last week's issue.

Q How will Retriever be funded? Will it compete for ad dollars with the individual IDG sites?

A Retriever is funded by a corporate allocation. There are no plans to host advertising on the site — the goal is to increase the ad impressions that the individual sites can sell. The effectiveness of Retriever in generating marketable ad impressions at the site level will be very measurable — it will be possible to quantify the site's contribution to overall online revenue, even though the site will not host ads of its own.

Over time, Retriever's personalization features will greatly enhance the ability IDG has to track user preferences and behavior. Ultimately, premium ad buys that capitalize on this rich knowledge base will be possible — a source of incremental revenue for IDG and its sites.

How will Retriever handle multiple languages?

One of the hallmarks of IDG's focus on readers' needs is the fact that we publish content in so many local markets, in so many local languages. On the Web, IDG leads its competitors in serving world technology markets by a huge margin. Ziff-Davis quotes the next largest number of Web sites, just 52 to IDG's 140. Moreover, IDG serves more than 40 countries with local Web publications, vs. fewer than 15 for ZD and C|Net and just three for CMP.

This wonderful breadth of coverage means that Retriever can serve local audiences more effectively than competitors relying on translation to do the job. Just as it will with English content, Retriever's technology will improve access to IDG content created in other languages — Retriever's goal is neither to house nor manipulate nor translate any content, just to bring it more efficiently to the readers who need it.

To this end, Retriever's interface and tools will be translated, so that users can work with it more efficiently. First versions to be deployed will be in English, French, Spanish, German and Italian. Asian and Scandinavian languages will be targeted next — based on the volume of content that exists. Because we will not be translating content, it will be important that enough content exist in a language to populate the site in that language.

For some languages, this won't be possible, at least in the near future. However, all IDG content will be indexed for Retriever's search engine, and searching will accommodate all languages. For example, a user searching for "la red" will receive network content from all Spanish language sites, simply because a Spanish word was the subject of search. Over time, our search tools will be enhanced to serve as many languages as possible.

What can you tell us about the Global Web Advertising Network initiative being coordinated by IMS?

IDG's approach to Web development — locally managed sites, focused on the needs of a targeted, local readership — has created the best defined, most engaged audiences of technology buyers on the Web. These are just the buyers vendors need to reach with ad messages, and our Web sites are just the right environment in which to reach them.

The Global Web Advertising Network (GWAN) will add another layer of advertiser benefit to this quality foundation. By creating cross-site reporting capabilities and flexible traffic standards, the GWAN will make accessing precisely targeted audiences of buyers as easy as running a rotating ad on a single "supersite."

Competitively, the GWAN will position IDG's sites very well against both the supersites and heterogeneous networks like DoubleClick. Supersites can't deliver the kind of targeted information that the wide range of technology buyers need to make decisions; instead, they must focus on the middle of the road. This means their audiences are far less distinct and committed than those of our focused sites. The hybrid networks, on the other hand, target mainly by history and demographics. This kind of targeting undervalues the importance of editorial environment. Moreover, many users are suspicious of online tracking methods (e.g., "cookies"). While automated targeting may be undermined by privacy concerns, targeting by content is the tried-and-true secret for building desirable audiences.

IDG's unique global breadth will also be spotlighted via GWAN. The Web has long promised "truly global" access — through GWAN, IDG's advertisers will have a unique opportunity to obtain it. This will be particularly appealing to the IMS customer base, which turns to IDG for global solutions, and to clients launching products globally. IDG will be in a unique position to partner with these accounts. GWAN will also provide more selling opportunities for IDG sites, introducing new customers to the wide variety of IDG advertising opportunities.

To date, 13 U.S. Web sites and 14 more in Europe have been enabled for the network, with additional installations in eight European countries planned during the next 60 days. Other regions will follow, with a goal of "wiring" the IDG world by the end of FY97.

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.) If so, please send them to the IDG World Update editors at: world_update@idg.com.

OFF SITE

A Record Collection

For *Macworld*'s Jessica Graves a casual interest in music has blossomed into a hobby of real note(s)!

Ten years ago **Jessica Graves** worked at a record store. Today, she could probably open her own.

Graves, assistant content engineer for Macworld Online, has more than 750 CDs and 225 records — but she's stopped counting.

She has been acquiring music for a decade, but became a serious collector about five years ago.

"I've always been into music," Graves said. "My mom's habits influenced me. She was an ex-hippie, and so we listened to good music when I was a kid."

Her casual interest in music developed into a passion for serious collecting after Graves began working at the Record Finder, a San Francisco record store, about three years ago. Graves starting working in record stores 10 years ago when she was in college. Her day-to-day contact with old record collections helped her develop a keen eye for collector's items.

"It's something you have to acquire knowledge of by doing," Graves said. "When I got to the record store, I learned what [collecting] was all about."

To Graves, serious collecting requires more than a simple love of music (see related story, page 5). She said a collector is someone who understands the history behind the music — someone who can appreciate that the record reflects the time period in which it was made.

MACWORLD'S JESSICA GRAVES IS AN AVID MUSIC COLLECTOR. HER MORE THAN 750 *CDs and 225 records take up two walls in her bedroom.*

Oddball easy listening

Graves has taken to collecting mostly rare and underground rock and what she describes as "oddball easy listening stuff" that's hard to find, like exotica music from the '50s and '60s from artists such as Martin Denny and Les Baxter.

In addition to her affinity for listening to music, Graves credits her mother with inspiring her own musical endeavors. Graves is currently teaching herself to play the drums. "My mom loved Ringo Starr and always wanted to play the drums but never did," Graves said. Graves' favorite drummers include rock drummer Dale Crover of the Melvins and jazz percussionist Art Blakey.

Graves has also become an avid concert-goer of late, attending at least one performance — be it at a big arena or small bar — a week.

The Melvins, along with Sonic Youth, are Graves' current favorites and she buys just about everything that they put out. Though she may listen to those groups the most right now, she said she goes in phases of what she listens to; she may listen to one CD for weeks, then put it away for a while after she tires of it, only to pull it out again months later.

Graves has a range of music she's collected for a wide array of prices. She searches for music wherever she goes; music stores are the first place she visits in a new city. She has bought records at garage sales for 50 cents and live recordings for $50. Her most recent acquisition is a 1969 Black Sabbath live recording she snatched up during a recent visit to New York.

Mostly though, Graves frequents used record stores in Berkeley, Calif., and San Francisco, including her former employer, the Record Finder.

She laments not having daily access to a wide range of potential collectibles. "When I was working in the store, it was easy to find new stuff and try new things," she said. "The labels send records for free because they want you to like it and play it in the store."

Graves, who's been exploring Japanese music lately, now has to take chances when purchasing new music. She also reads about new music and pays attention to what music the bands she listens to recommend.

But, Graves feels the most comfortable just relying on a label.

"Like Grand Royal, who has the Beastie Boys," she said. "It's safe for me to go and buy anything on Grand Royal and know I will like it."

Graves said one of the rarer pieces of her collection is probably a Boss Hog album, "Drinkin' Lechin' and Lyin' ", only recorded on LP, never reissued on CD. Graves describes the group as garage punk with a touch of blues. Although she estimates the album is worth around $50, she can't be sure because she has never even seen it sold in stores. She was lucky enough to buy it from an acquaintance.

Though future income from selling her hard to find music is always in the back of her mind, money isn't the motive behind her collection.

• CONTINUED ON PAGE 5 •

Job Opportunities
Monday, May 26, 1997

Office Manager/Sales Assistant (NW)

This position is a dual role with both Sales Assistant and Office Managerial responsibilities. In the Office Manager role, duties involve handling all aspects of the office such as coordinating moves, answering phones, processing invoices, maintaining vendor relations, maintaining all office equipment (i.e. phones, computers, faxes, copiers), distributing mail, and monitoring inventory/supplies. Sales Assistant responsibilities include maintaining comp lists and media kits, helping correlate and prepare requests for proposals (RFPs), preparing presentations on PowerPoint, handling correspondence and providing assistance as needed. Strong communication, organizational & computer skills, and attention to detail are necessary. ***Location: Santa Clara, CA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Senior Editor (CIO)

CIO Communications is seeking a Senior Editor to join its editorial team. This individual will report and write feature articles and other shorter pieces for CIO magazine and its website. Responsibilities include generating story ideas in an entrepreneurial idea-development process; working closely with in-house and freelance writers and editors on story development, direction, and focus; and nurturing relationships with readers, sources, and vendor company representatives. Candidates must possess the ability to work well in a collaborative environment. College degree, knowledge of business and technology issues, and five years business feature writing experience required. ***Location: Framingham, MA***
Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

Sales Operations Manager (CW)

The individual in this position will be responsible for managing support services, systems, and tools for Sales. You will manage and negotiate vendor contracts, manage designated research vendor relations and distribute incoming information to Sales staff in a timely manner. Use your expert technological skills to develop systems for sharing information (i.e. presentations and research) and identify opportunities for improving systems for better communication and rapid deployment of information. This position relies heavily on project management skills and includes working closely with IS on sales development issues/tools and developing special sales programs. Candidates must be extremely computer literate and have experience in project management. BS/BA strongly preferred along with experience in a hi-tech sales or publishing environment. Strong analytical skills, planning and organization, proactive mentality, ability to communicate effectively across multiple departments, clients and vendors are required.
Location: Framingham, MA
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Director, Compensation, Benefits, and HR Systems (IDG)

This position is responsible for providing compensation consulting to the Business Units, determining IDG's strategic participation in industry compensation surveys, and overseeing the management of the annual Salary Planning process. This role is part of the team responsible for determining the strategic direction for the Corporate Benefits programs. Duties also include directing the management of the Payroll and Human Resource Information System (HRIS) functions. A critically important project will be the analysis of the current HRIS system, and a proposal for a proper system to meet IDG's HRIS needs in the future. Candidates must have 5+ years of HR Management experience, and 8+ years of HR experience. Direct experience in multiple HR functions, including generalist experience, preferred. A masters degree in HR or related area, preferred. The ideal candidate will possess strong communication skills, excellent management skills, and should be willing to travel. ***Location: Framingham, MA***
Contact: T. Mathews, Fax: 508-935-4600, Phone: 508-935-4710, Email: tom_mathews@idg.com

Account Executive/Inside Partner (IFW)

The role of this position is to work in cooperation with the Regional Manager to achieve and increase page and revenue plans. The Account Executive/Inside Partner will close sales and follow up as directed by Regional Managers, and close issues looking for and promoting opportunities to sell additional pages/revenues. Also responsible for sales intelligence gathering, prospecting/cold calling, and customer service. ***Location: San Mateo, CA***
Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Regional Sales Manager (IFW)

Senior level position with outside sales experience responsible for maintaining and growing advertising (print and electric) space/revenue with major high-profile corporate accounts in New England/Canada. Additionally, this person must also be responsible for prospecting new accounts. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Responsibilities also include training and managing an Account Executive and Sales Associate.

Location: Framingham, MA

Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Vice President of Marketing (IMS)

The VP of Marketing for IMS/US will be responsible for the conception, planning and execution of corporate marketing initiatives for the US market. This individual will manage core members of the IMS/US marketing team, including the Multimedia Director, Sales Support Manager, Events Manager, Trade Show Manager, and Marketing Communications Manager. Key requirements are management experience and superior analytical, communication (written and verbal), and interpersonal skills. Publishing experience, especially sales background preferred. MBA desired.***Location: San Francisco, CA***

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Sales Assistant (NW)

Network World is looking for a Sales Assistant to provide support with day-to-day activities to the District Sales Manager. Responsibilities include phone coverage, client contact and customer service, mailings and distribution of media materials, maintenance of databases, and general office management. Must be detail oriented, have excellent organizational and Macintosh skills. Strong Word, Excel, PowerPoint skills necessary. ***Location: Irvine, CA***

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Managing Editor (PCW/Online)

Refine and maintain the editorial production processes, act as the chief editorial liaison between editorial and online production, and coordinate and manage the flow of editorial content from print and online editorial staffs to ensure on-time delivery to online production and that all deadlines are met. The ideal candidate will have a mix of experience as an online executive producer and managing editor and a minimum of 3 years copy editing or online production experience with one year in management. Ability to work well under pressure and to adhere to hourly, daily, weekly, and monthly deadlines. Must be familiar with and enthusiastic abou the internet and working with new media and new technology. ***Location: San Francisco, CA***

Contact: R. Glitman, Fax: 415-442-1891, Phone: 415-267-1769, Email: -NA-

Monday, May 26, 1997

BU	Category	Title	Location	Contact	Phone	Fax
CIO	Art/Design	Graphic Designer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Features Writer	San Francisco, CA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Senior Editor	Framingham, MA	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	PR	Public Relations Intern	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Sales	Regional Sales Manager	New Jersey	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Systems	Manager, Network Services	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Admin	Executive Assistant to the Publisher	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Edit	On-Line Copy/Production Editor	Framingham, MA	E. Fanning	P: 508-820-8174	F: 508-875-8931
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GRAVES

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"I don't buy because it may be worth money," she said. "If I see something that is hard to find, I grab it because I know I may never see it again.

"I'm not someone who collects just to collect," she continued. "There are people who buy and never listen to things. I always listen."

Though her collection has gotten so large she stopped counting, she still has a way to keep track of her music. Her records and CDs are neatly put away in alphabetical order by genre.

"As a former record store worker there is no other way," she said. "People laugh, but that's how it is."

THE A, B, C'S OF COLLECTING

With 10 years of serious collecting under her belt, Macworld Online's Assistant Content Engineer Jessica Graves has learned to recognize the factors that can make a particular recording a good collector's item.

- **Check if the record is still in print or not. If it is, then generally it is not collectable, unless it is on a small label and you know there are only a limited amount available. For example, Graves said, "I have a whole series [12] of seven-inch records by the Melvins that I knew were limited to 500 copies each. That means a lot of record stores in the country will never even get them in stock because there just aren't enough to go around."**

- **Look for records on labels that no longer exist, such as the old blues label King.**

- **With regard to individual labels, certain pressings on that label are more valuable than others. The label on the record itself will be different or the cover or serial number, for example.**

PC PLAYER

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demo versions of games that help users avoid waiting long periods of time to download these games through the Internet, a painfully long process in Brazil due to the poor quality of the telephone lines, according to Civita.

The CD-ROM also now includes two videos. One is a message from the *PC Player* editor, and the other is a 30-second advertisement sold to vendors that already have film prepared.

The print *PC Player* has a cleaner appearance, with a redesigned logo that has a three-dimensional, high-tech look. Although Civita felt the magazine was strong editorially (it competes against two smaller CD-ROM magazines that don't focus exclusively on PC games), he did make some changes to provide more localized editorial. *PC Player* has about 70% local content and 30% from *PC Games*. More attention is paid to instructing readers about the "how to's" of installing games and applications and exploring the magazine's Web site, as many readers are beginners and tend to be using older hardware.

The magazine has also expanded its games evaluation coverage, offering:

- **Previews** of games not yet available on the market.
- "**X-rays**," or in-depth, first-hand reviews of previously evaluated software.
- **Tips and Tricks** for playing games.

In addition, the magazine has adopted a ratings system for the games it reviews, assigning each a numerical score from 1 to 10, which mimics the grading systems used in Brazilian schools.

PC Player's Web site (http://www.pcplayer.com.br) was rated by Brazil's second largest daily paper, *Folha de São Paulo*, as one of the best sites on the Internet, but that didn't stop CLC from making improvements. A new alliance with one of the country's two biggest Internet service providers, Mandic, gives users 10 free hours of Internet time. The staff is building a database so users can search for information about games the magazine has already covered and check on the recommended tips and tricks.

Two major enhancements to the site include:

- **An online gaming room.** Each month three to four new games are available for users to play. What makes this unique, according to Civita, is that "we don't tell users where to go to play the games, they can play right on the site. The games are linked each month to those offered on the CD-ROM, so for example, if Quake is featured on the CD one month it will also be featured on the online gaming room.
- **An online chat room.** This room allows players to interact in real time, discussing games, offering tips and setting up online matches.

CLC is launching an aggressive ad campaign to publicize the relaunch that includes nationwide coverage on radio stations, eight large-circulation magazines and TV, as well as point-of-sale materials such as banners and posters.

For more information contact Francesco Civita at: fcivita@pcplayer.com.br.

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NOTEWORTHY

PROMOTIONS

COSGROVE

IDC's Asset Management Service (AMS) announces **Lorraine Cosgrove**'s promotion from senior analyst to research manager. "In her two years with AMS, Lorraine has done an excellent job of managing our research in asset management, PCs, printers and life cycle costs," said Program Director **Chris Christiansen**.

Network World announces the promotion of **Clare O'Brien** to the position of online sales manager for Network World Fusion. "Clare has continually excelled in her sales capacity at *Network World* and has approached her work with a great sense of enthusiasm, customer service and level of detail that will be invaluable to the Network World Fusion team," said Director of Online Services **Ann Roskey**.

NEW EMPLOYEES

Robert McMillan has joined Web Publishing, Inc.'s SunWorld online publication as an associate editor. Robert previously worked for two high-tech weekly trade publications: *Online Reporter* as an associate editor and *Unigram X* as an occasional contributor. He is a graduate of Toronto's York University. Robert splits his out-of-the-office time among his wife, his Web site, his 1971 Olds Cutlass automobile and exploring the city of San Francisco.

STREBEL

Kurt Strebel has started with IDG Switzerland as a customer service representative. Kurt is responsible for *PCtip* clients throughout Switzerland. He previously worked as a customer service representative at a weekly magazine called *Sport* and before that at a daily, *Zurcher Tagblatt*. In his spare time, Kurt likes to play soccer and tennis and enjoys traveling.

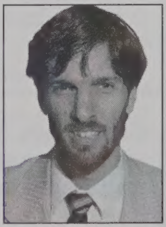
Michael Hamilton rejoins IDG as a sales representative for PC World Online. Hamilton originally joined IDG in 1989 as a district sales manager for *InfoWorld*. Outside the office, Michael enjoys reading and playing golf and softball.

ODESSA GUEVARA

BRYANT

Michelle Bryant has been hired by IDG Books Worldwide in Foster City, Calif., as a junior financial analyst. She previously held a similar position at Lockheed Martin Missiles & Space supporting manufacturing and testing for the $420 million solar array program for the space station. Michelle graduated from the University of California at Santa Cruz with a degree in psychology. Michelle's hobbies include running and traveling.

Michelle Fuller has started with *Computerworld* as a traffic coordinator. Michelle has an X-ray license as a dental technician, is a licensed daycare provider and is currently pursuing a real estate sales license. Outside the office, she enjoys spending time with her three children, gardening, birdwatching and home improvements; she just finished landscaping her yard and remodeling her kitchen and dining room.


WOOD

Richard Wood joins IDG New Zealand as the editor for *New Zealand Reseller News*. Richard first worked for IDG as a reporter with *Computerworld*, more than 10 years ago. Before that, he worked in technical support for *Interface Magazine*, at the time one of IDG's competitor publications. After his stint at *Computerworld*, Wood founded his own publication. Before rejoining IDG and *Reseller News*, Richard worked at another of IDG's competitors and then moved into retail management.

Previously the director of Internet/ telecom solutions marketing at Bay Networks, Inc., **Tom Grimshaw** joins *InfoWorld* as the director of impact marketing. Tom will be responsible for sales and business development. He has a B.S. in marketing from Bentley College and is currently enrolled at Babson College pursuing an M.B.A. Tom enjoys traveling and is in the midst of his training for the Boston to New York AIDS bike ride in September.

IDG U.K. has hired three new employees recently. **Iona Spencer** joins IDG Media Group as the key account manager for *PC Advisor*. Before joining IDG, Iona held a similar post at Reed Elsevier's *Computer Weekly*. She has more than seven years of experience in media sales, including two years at Ziff-Davis on the *PC Direct* launch team.

Mark Foster joins *PC Advisor* as ad director. Foster comes to IDG with more than 13 years of experience in the publishing industry. Most recently he was the sales manager with Ziff-Davis' *PC Magazine*. He also held similar positions at EMAP, Bofoers Publishing and Maxwell International. Foster will join the U.K. management team and be responsible for advertising revenues and sales, as well as contributing to the future development of *PC Advisor* and IDG in the U.K.

Martin Courtney joins *PC Advisor* as the features editor. Martin was previously the deputy editor for VNU's *PC LAN* magazine. Martin will be responsible for expanding coverage within the area of networking and higher-end business systems, as well as extending the range of group tests that *PC Advisor* undertakes each month.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS

Colleen Hayes - Computerworld

FIFTEEN YEARS

Deborah Waters-Colacchio - IDG

THIRTEEN YEARS

Cristina Escobar Lopez - IDG Mexico

TWELVE YEARS

Andreas Dunse - IDG Germany
Rudolf Schuster - IDG Germany
Walter Kainz - IDG Germany

ELEVEN YEARS

Bob Ostrow - PC World
Dagmar Batschat - IDG Germany

TEN YEARS

Michael Deutsch - IDC
Susanne Kratoschka - IDG Germany
Michael Nerke - IDG Germany
Patricia Powers - Computerworld

EIGHT YEARS

Anthony Doesburg - IDG New Zealand

SEVEN YEARS

Mandy Wong - IDG
Judy Mallman - InfoWorld
Gerardine McKeon - IDC U.K.

SIX YEARS

Randy Ross - PC World
Marcel Forte - Macworld
Gary Byrne - IDC

FIVE YEARS

John Moore - FCW
Sylvia Chevrier - Macworld
Morten Meilby - IDG Denmark
Jorgen Wessing - IDG Denmark
Marlene B. Idlachemi - IDG Germany
Gary Palmer - InfoWorld
Christine Yam - GamePro/PC Games
Jessica M. Andrade - IDG Mexico
Wlodzimierz Nowicki - IDG Poland
Marian Lakomy - IDG Poland

FOUR YEARS

Michael Riis - IDG Denmark
Ulrike Litzba - IDG Germany
Takumi Takahashi - IDG Japan

THREE YEARS

Abby Reidy - IDG
Jaqueline Nakano - IMS
Jesper Bille Haun - IDG Denmark
Margaret Steen - InfoWorld
Suki Gear - IDG Books
Matthew Moran - Computerworld
Matthew Roots - IDG Australia

TWO YEARS

Petra Kozichova - IDG Czech.
Shira Weisbach - PC World
Michael Hall - IDG
Caryn Andruski - IDC
Stig Boesgaard - IDG Denmark
Jesper Bove-Nielsen - IDG Denmark
Theresia Schmid - IDG Germany
Roberta Fusaro - Computerworld
Matthew Sweeney - Macworld
Masahiro Saitoh - IDG Japan

ONE YEAR

Heather Farioli - ETS
Thomas Wailgum - CIO
Nathalie Thomas - IDG
Richard Brewer - IDC
Katrin Gebert - IDG Germany
Laura Kujuba - InfoWorld
Christine Shipley - InfoWorld
Sharon Eames - IDG Books
Joyce Melendez - IDG Books
Justin Hibbard - Computerworld
Claudia Fung - GamePro
Jessica Ross - Macworld
Ann Hall - IDG Australia
Mark Young - IDG Australia
Helen Barnard - IDG Australia
Ruth Lindsay - IDG Australia
Rita Jones - IDG
Carolyn Wong - Web Publishing, Inc.
Jill Steinberg - Web Publishing, Inc.
Laura Ajello - Web Publishing, Inc.
Alexandra Rodriguez - IDG Venez.
Karl Balshaw - IDC U.K.

VIETNAM EXPO

continued from page 1

spoke at the conference, and **Hugo Shong**, managing director of IDG Asia, officiated at the show's opening and participated in the conference wrap-up.

"Our show is an important platform for IT professionals to have technology exchanges and for IT vendors to enter this expanding market," said **Steve Lau**, deputy senior manager of IDG World Expo/Asia. IDC research shows the total IT market in Vietnam was US$267.2 million in 1996, up 69% from 1995.

Post-show surveys show that 80% of the exhibitors were satisfied or extremely satisfied with the event and half have already indicated their intent to rebook for the third Vietnam Computerworld Expo in April 1998.

On the first evening of the show, IDG World Expo/Asia organized a banquet and collaborated with *PC World Vietnam* on the first PCW Vietnam Awards. More than 250 representatives from major vendors and local partners attended the banquet.

VIETNAM MARKET FACTS

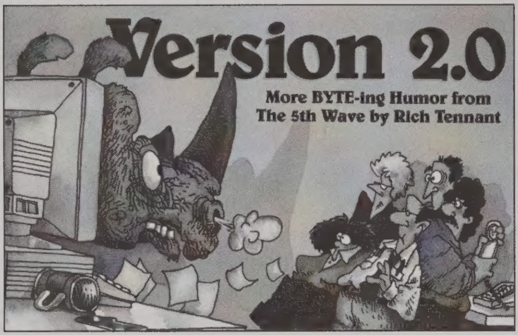
- **Population: 75.9 million**
- **Gross Domestic Product: US$19.8 billion**
- **Total IT market by year 2000: US$1.04 billion***
- **IT Market Composition (1996): Total hardware 82%, services 8%, software 5%, data communications 5%***
- **First IDG publication: PC World Vietnam, established as a licensee in Nov. 1992, circulation 20,000**
- **Number of Internet Service Providers: 4 (as of mid-1996)***

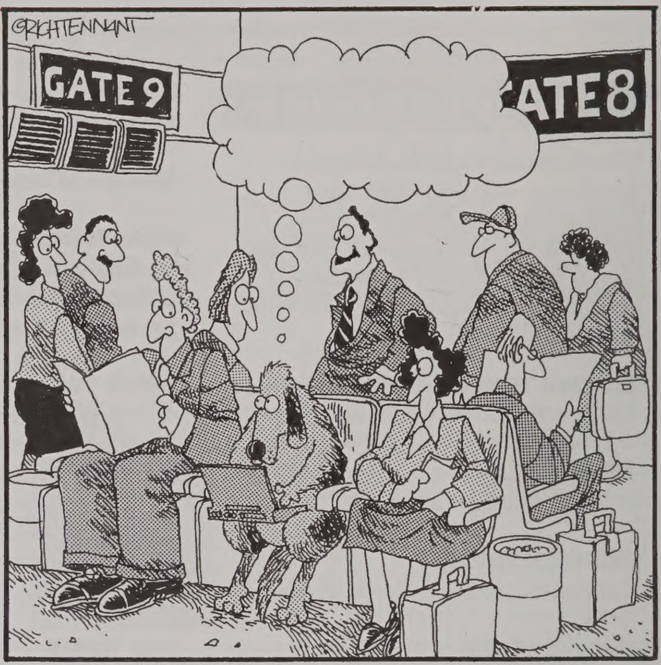
***Source: IDC**

OFF LINE

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, June 24.





The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* key chain or pencil sharpener.

Fax your creations to 617-423-0712, or e-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)

Have fun!

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 22 June 2, 1997

IDG-ERS WELL-REPRESENTED IN MARKETING COMPUTERS' ROUNDUP OF TOP INFLUENCERS
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INFOWORLD'S GREG BOREN CELEBRATES 10 YEARS OF SERVICE
PAGE 8

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

EAT Meet

IDG's Europe, Middle East and Africa Account Team finds strength — and revenue — in collaborative effort

In the eight months since its formation, IDG's Europe, Middle East and Africa Account Team (EAT) has made much progress toward its ultimate goal of increasing incremental revenue from the largest accounts across the region.

Through regular meetings, newsletters and a Notes-based database, the group works to open the lines of communication, share ideas and leverage resources to provide the company's largest clients in the EMEA region with a seamless and consistent account management strategy.

At its third meeting, held last month in Paris, hosted by **Patricia Poupaert** and **Marc Battaillon** managing directors of IDG France, the group, which comprises advertising managers from each IDG publishing unit in the region and the IDG Marketing Services Client Services team, tackled a full agenda that included:

- A discussion and demonstration of the final version of the EAT Central Notes Database and Web site (http://idgcentral.com, via the IMS icon). The EAT database is the primary communications tool for EAT members outside the group's regular meetings. It serves as a forum for members to store, share and retrieve industry and client information, presentations and newsletters and to par-

• CONTINUED PAGE 5 •

First Network World Summit Brings Global Family Together

CLOSE TO 40 ATTENDEES GATHER IN MADRID FOR THE FIRST NETWORK WORLD *Global Product Line Summit, organized by the Network World Global Product Support Center and hosted by* ***Paco Zabala*** *of IDG Spain.*

Many of the *Network World* publications worldwide got their first official chance to unite at the first Network World Global Product Line Summit thanks to the efforts of the Network World Global Product Support Center (GPSC).

Held in Madrid, Spain, in March, the three-day summit introduced the GPSC to the networking and communications publications and allowed the attendees to share ideas on brand building.

The idea of holding a product line meeting had been in the works since the GPSC launched in September 1996. Senior Global Marketing Services Manager **Joanne Wittren**, who heads the GPSC, organized the event with Network World President and CEO **Colin Ungaro**.

Hosted by **Paco Zabala**, managing director of IDG Spain, the summit was well received by the 39 attendees representing 17 countries, including representatives from *Network World* publications in Brazil, Canada, France, Italy, China and The Netherlands. Representatives from Germany and Japan also at-

• CONTINUED PAGE 4 •

IN BRIEF

Nine IDG Editors Make *Marketing Computers*' 'Most Influential' List

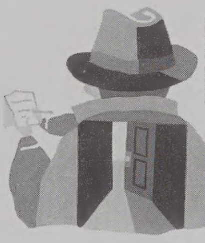
IDG journalists were well represented in this year's edition (June issue) of *Marketing Computers*' annual roundup of the most influential journalists, and seven IDG publications made the list of the top 50 magazines, with three titles among the top 10.

IDG names included among the magazine's list of the 25 most important computer journalists are:

REED

LEMMONS

GILLIN


CHRIS SHARP

CRINGELY

- **Sandy Reed**, editor-in-chief, *InfoWorld*
- **Phil Lemmons**, editorial director, *PC World*
- **Paul Gillin**, editor, *Computerworld*
- **Robert Cringely**, columnist, *InfoWorld*

In the trade magazine category, IDG journalists making the cut include:

- Sandy Reed, editor-in-chief, *InfoWorld*
- Paul Gillin, editor, *Computerworld*
- Robert Cringely, columnist, *InfoWorld*
- **John Gallant**, editor-in-chief, *Network World*
- **Abbie Lundberg**, editor-in-chief, *CIO*

Among the top 10 journalists in the consumer computer magazine category are:

- Phil Lemmons, editorial director, *PC World*
- **Cathryn Baskin**, editor-in-chief *PC World*
- **Adrian Mello**, editor-in-chief, *Macworld*

Adam Gaffin, online editor at Network World Fusion was among the top 10 journalists in the electronic publication category.

IDG publications making the top 50 magazines list include: *PC World* (6), *Computerworld* (7), *InfoWorld* (8), *Macworld* (18), *Network World* (19), *CIO* (41) and *Federal Computer Week* (47).

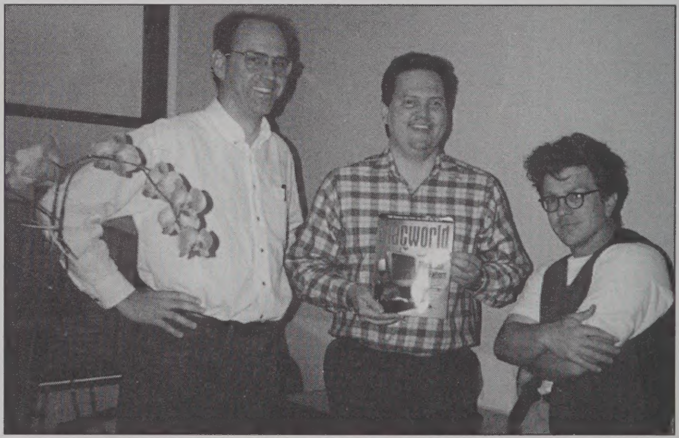
Criteria used to rank journalists included: years in the business, years covering high-technology, awards received, number of bylines and circulation of publication. Publication rankings were based on IT-related advertising pages and revenue as reported by either Competitive Media Reporting or AdScope.

Anyone interested in seeing a copy of the Marketing Computers article may contact ***Maximo Zeledon*** *at 415-676-3056.*

Macworld Wins Industrial Design Excellence Award

For industrial designers — the people who create product cases and packaging — the Industrial Design Excellence Awards (IDEA) are their equivalent of the Academy Awards or Pulitzer Prizes. A prototype Macintosh designed for *Macworld*'s September 1996 issue won a bronze award for Design Exploration in the 1997 IDEA contest. The "Mac Reborn" project, in which *Macworld* designed an advanced Mac system to challenge the Mac industry in 1997 to move the platform ahead, also won the Western Publishers Association's 1997 Maggie award earlier this year for best computer or communications magazine published in 1996, largely due to the "Mac Reborn" story.

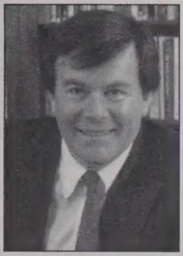
The "Enterprise" Mac prototype was designed by the world-renowned Frogdesign company, with participation from *Macworld*'s Senior Infographics Designer (now Online Design Director) **Arne Hurty**, Executive Editor **Galen Gruman**, and Layout Designer **Tim Johnson**.



FROM LEFT: ARNE HURTY, GALEN GRUMAN AND TIM JOHNSON *show off the issue containing the award-winning Macintosh prototype.*

The June 3 issue of *Business Week*, which cosponsors the awards, lists the 1997 IDEA winners.

ON LINE



PAT McGOVERN

IDG's chairman is this week's columnist.

Q In a recent column, you recapped some predictions that you had made at the last IDG Worldwide Managers Meeting. Among them was that by the year 2020 IDG would have 150-200 business units, 20-30 of which might be listed on a stock exchange. What would be the advantage to IDG of taking some of its business units public? What sort of criteria would be used to determine which units would go public?

A The ways an IDG business unit would benefit from being public include:

- It would have greater visibility through press coverage in business and financial publications.
- It could more easily grow by acquisitions by having a publicly traded stock.
- It could compete better with other publicly held firms for key management and technical personnel by being able to offer stock options for a listed stock.
- It would have its own working capital and would not have to compete with other business units for funding.

There are two criteria that must be met before an IDG business unit can be considered a candidate for public offering:

- The management of the business unit must recommend the public offering and be willing to undertake the extra legal and accounting expense and reporting requirements associated with being a listed company.
- The market value of the business unit must be at least two times its last 12 months' revenue. This is to ensure that the offering will result in an increase in IDG's price per share for the benefit of all IDG employees participating in our employee stock ownership plans. The factors that go into establishing an initial market value for a company include the market it serves, its growth rate, and its profit margin. In general, to have an evaluation of at least twice annual revenue, a business unit should be growing at 20% or more a year in revenue and have a profit margin that is increasing.

If an IDG business unit goes public, does that mean that it is no longer part of the IDG family?

IDG business units that go public will typically sell between 20% to 30% of their shares to the public market. So, IDG will continue to own the majority of that company. The employees in that company will still participate in IDG information resources, training and benefits programs as in the past, i.e., be treated as full members of the IDG family. The Board of Directors of such a publicly held subsidiary of IDG will include outside independent directors who will validate that the transactions between IDG and its publicly held subsidiary are done at market rates.

It seems almost every week in the *IDG World Update* I read about another employee who has reached his or her 10-year anniversary and is dining with you to mark the occasion. I'm wondering how this much-anticipated tradition started.

The tradition started quite casually. In 1974, when an employee who joined IDG in its founding year reached a 10th anniversary, I invited that person to a celebratory lunch to mark the occasion. I thoroughly enjoyed the experience, and so did my guest. So the tradition began! Last year I hosted 24 luncheon or dinner celebrations for IDG employees' 10th anniversaries. This is now a global activity since IDG has people celebrating their 10th anniversaries in at least 10 countries each year.

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

If the answer to any of the questions above is "yes," the *IDG World Update* editors want to know! Contact them at: world_update@idg.com.

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

NETWORK WORLD SUMMIT

continued from page 1

tended as they are deciding whether or not to launch network publications.

The major focus of the summit was on branding. Many presentations at the meeting highlighted the success of the *Network World* U.S. publication, using it as an example of how each publication can build its brand (see related story, this page).

"We talked about the print product but focused on ways the publications can generate additional revenue through value-added products, such as seminars, software products and online endeavors," Wittren said.

The summit also examined how to grow a *Network World* product, such as when is the best time to spin off a networking publication. **Andrew White,** group publisher of Laurentian Technomedia in Canada, spoke on the ups and downs of spinning off a publication.

Also on the agenda was a presentation by IDG News Service Editor-in-Chief **Rob Garretson** on how the IDG News Service can be used by all international publications to acquire stories for their use.

Other presentations included Editorial: How to best serve your audience by **John Gallant**, editor-in-chief, *Network World*; Extending your brand. . .and your bottom line by **Bill Reinstein**, senior vice president of business development, *Network World*; Controlled circulation — Online publishing, by **Istvan Biro**, IDG Hungary managing director; and Sales/Marketing: How to develop real world strategic partnerships that really work by **Dominique Busso**, advertising and marketing director for *Reseaux & Telecom.*

"As a first summit, I think everyone found the meeting extremely valuable," Wittren said. "The group was small enough to enjoy meeting each other and discussing the publications one-on-one during our free time together as well as in the meeting."

She also said the meeting gave the GPSC the opportunity to distribute important information to the publications such as the results of its first Network World Subscriber Study, (a study in which 10 countries participated resulting in comprehensive profiles of NWW subscribers); a publisher's source book in which all GPSC branding-related materials can be placed; the first 1997 IDG Networking Publications booklet, intended as a sales tool; and a booklet discussing how to develop your own *Network World* detailing the *Network World* growth model.

The attendees voted for the next summit to be held in the spring of 1998 in Italy, where it will be hosted by Publisher, Business Magazines **Giulio Ferrari**. Based on a general consensus from attendees at the March meeting, the next summit will have more break-out sessions and panel discussions.

For more information on the Network World GPSC or the next Network World summit, contact Joanne Wittren at jwittren@nww.com.

THE NETWORK WORLD FAMILY

Network World, Inc. has grown well beyond its initial product, the *Network World* publication, in its 11 years. The group and its spin-off products served as a model for brand-building at the first Network World Product Line Summit held in March. Network World, Inc. consists of the following:

Editorial
- Network World
- Network World's IntraNet Magazine
- Card Decks
- List Services

Research
- Network World 500
- Network World Global Subscriber Study
- Network World and Ernst & Young LLP - Strategic Intranet Study

Online
- NW Fusion Web Site (http://www.nwfusion.com)

Professional Development
- Technical Seminars
- NetDraw Plus
- The Know Zone (interactive glossary of networking and communications terms)

Custom Publishing
- White Papers
- Advertorials
- IDG Insight Series

Trade Shows
- Network World Managing Enterprise Networks and Systems Conference
- Flagship sponsor of ComNet USA
- Flagship sponsor of Telecommuting and Home Office Expo
- Official co-sponsor of NetWorld+Interop, Atlanta and Las Vegas

Awards
- Network World Intranet Excellence Awards (honors companies for their innovative development of the intranet products and services that help make intranet solutions a reality today)
- Network World World Class Awards (products that achieve an outstanding result on a product review scorecard)
- Network World User Excellence Awards (recognizes user organizations)

Special Events
- Net Bowl (Charity event with proceeds going to NetDay 2000 - N+I Las Vegas)
- Network World Live TV (Convention TV programming at ComNet and N+I Las Vegas and Atlanta)
- Switching Showdown (ComNet)
- Gigabit Ethernet Showdown (N+I Atlanta)
- Intranet War Stories (N+I Las Vegas)
- IntraNet Village at ComNet
- Network World Career Fairs

IDG

Job Opportunities
Monday, June 2, 1997

Publisher/President of IDG Monthly Publication for Windows NT

Product champion will plan and launch a new monthly publication focusing on Windows NT. Candidate will develop business plan and budget, hire staff, and launch publication on accelerated time frame. Candidate should have 10+ years of sales and publishing experience, first-hand knowledge of the Windows NT market and a comprehensive understanding of the dynamics of a professional support publication. A strong track record with startup and growth opportunities preferred. *Location: TBD*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Account Executives (CSG)

IDG's new Channel Services Group Account Executives' will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individuals in these positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should have a minimum of 2 years of outside selling, strong project management skills, as well as strong presentation/computer skills. Channel experience preferred. *Location: No./So. CA, Midwest, Northeast, Mid Atlantic, Southern region*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Art Director (CSG)

IDG's new Channel Services Group Art Director will be in charge of the development and implementation of the graphic content of the magazine. The candidate will have responsibility for the magazine's covers and regular consultation with the editorial staff for input into the direction of editorial art. The ideal candidate will have a strong creative background and proven track record with cutting edge publishing technology. *Location: TBD*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Copy Editor (CSG)

IDG's new Channel Services Group Copy Editor will be responsible for editing and proofreading copy for grammar, consistency and style; writing headlines; and producing pages. Sharp eye for detail and ability to work under daily deadlines required. BA degree and 1-2 years of copy editing experience necessary. *Location: TBD*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

District Sales Managers (CSG)

IDG's new Channel Services Group District Sales Managers' will create effective sales strategies, pursue advertising opportunities, and manage all aspects of CSG's relationships with advertisers. Candidates should have a minimum 5-8 years outside selling experience, must possess consultative selling and value selling skills in addition to media sales experience, have senior level contact base and solid leadership selling skills. Channel experience preferred.
Location: No./So. CA, Midwest, Northeast, Mid Atlantic, Southern region
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Features Editor (CSG)

IDG's new Channel Services Group Features Editor will be responsible for editing feature stories on a range of topics. Proven editing skills are a must, as the candidate will be working with freelancers to craft stories into hard-hitting features. Candidate must have at least 5 years direct high-tech reporting and /or editing experience, strong organizational skills, and possess a solid working knowledge of computer technology. Channel experience and knowledge of mid-size and enterprise technologies preferred. *Location: TBD*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Managing Editor (CSG)

IDG's new Channel Services Group Managing Editor will coordinate scheduling, art and design, copy flow, and shipping schedules, as well as, content editing, copy editing and production work as needed. A minimum of 5 years direct editing experience and demonstrated skill managing in a fast paced high tech environment required. Channel experience and knowledge of mid size and enterprise technologies preferred. *Location: TBD*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

News Editor (CSG)

IDG's new Channel Services Group News Editor will work on story planning editing and production. Sharp editing skills, ability to meet deadlines and capability to balance multiple competing demands are required. Candidate must have a solid working knowledge of computer technology, with at least 5 years of direct high-tech reporting and /or editing experience. Channel experience and knowledge of mid-size and enterprise technologies preferred. *Location: TBD*

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Sales Associates (CSG)

IDG's new Channel Services Group Sales Associates' will provide support to the sales team responsible for selling multiple products to major accounts and agencies. Responsibilities will include client service, sales intelligence gathering, advertising coordination, event planning, and administrative support. Candidates must demonstrate strong telephone communication skills with emphasis on developing and maintaining client relationships. The ideal candidate will be goal oriented, independent, extremely organized and able to thrive in a fast paced environment. Two or more years of relevant experience and strong computer skills required.

Location: No./So. CA, Midwest, Northeast, Mid Atlantic, Southern region

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

VAR Database Director (CSG)

Directs the day to day activities of the Var Database team and works closely with the executive team to support and leverage the publication strategy in addition to growing revenue and profits through license sales. Experience in and in depth knowledge of the computer research and database marketplace is essential. Candidates must possess strong leadership and teamwork skills. Position reports to the President of CSG. *Location: Boston, MA*

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Web Director (CSG)

IDG's new Channel Services Group Web Director will develop and articulate the future direction of the channel web site product line. The candidate will lead the implementation of strategies to provide the highest quality interactive value added content to its users. Prior experience in Web development a must. Channel experience and knowledge of mid-size and enterprise technologies preferred.

Location: TBD

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Conference and Events Director (IDC)

IDC is seeking a dynamic, creative, take-charge individual to launch and manage profitable conferences and events. The ideal candidate will have at least five years experience in all aspects of conference management with a proven track record of generating registration and sponsorship fees, recruiting high-profile speakers, creating compelling marketing campaigns, and flawlessly executing logistical details. IT experience is a definite plus! *Location: Framingham, MA*

Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Internet Support Representative (IDC)

Position supports external and internal users of Internet and future Intranet products. Email and telephone support included, plus call and report tracking, problem verification and testing. Provides opportunity to use technical documentation, project management and product design skills. *Location: Framingham, MA*

Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Operations Assistant (IDG Global Comm.)

The Operations Assistant is responsible for providing clerical and administrative support to the IDG Global Communications staff and will report to the Operations/Support Manager. Responsibilities include general office duties: mail distribution, answering phones, filing, faxing, maintaining office equipment, and organizing staff meetings. In addition, candidate will assist with purchasing, paying invoices, billing and database administration. The candidate should have excellent interpersonal skills, be incredibly resourceful, highly organized, have strong PC skills and possess working knowledge of MS Word, Excel and Email. *Location: San Mateo, CA*

Contact: D. Garza, Fax: 415-524-5730, Phone: 415-524-5701, Email: diana_garza@idg.com

Administrative Coordinator (IDG List)

Responsibilities include invoicing, processing list rental agreements, updating information, assisting sales staff, entering data, order processing back-up, and providing general administrative duties. Ideal candidate will be detail oriented with great customer service and organizational skills. Knowledge of the list business, computers, and publishing a plus. *Location: Framingham, MA*

Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Domestic Rights Manager (IDG/B)

Responsible for selling book club and serial rights for Dummies and CPG. Will also review calendar copy and audio packaging. Will coordinate domestic cover mounts and re-order either personally or via Sub-Rights Assistants. *Location: Foster City, CA*
Contact: S. Klippel, Fax: 415-655-3206, Phone: 415-655-3230, Email: sklippel@idgbooks.com

Foreign Rights Assistant (IDG/B)

Will distribute foreign editions from publishers, respond to requests for foreign editions, and maintain library. Also responsible for distributing departmental faxes, coding and routing invoices/expense reports, and arranging travel. Assist in presentation preparation, file contracts, and marketing mailing as time allows. Must have excellent communication, organizational and teamwork skills. Computer literate and college degree required. *Location: Foster City, CA*
Contact: S. Klippel, Fax: 415-655-3206, Phone: 415-655-3230, Email: sklippel@idgbooks.com

Key Account Representative (IDG/B)

Must have experience with national book accounts as well as substantial technical knowledge. Will maintain and create solid customer alliances. Must have a minimum of 3 years sales experience in the book publishing industry. Requires excellent communication skills, an independent and entrepreneurial outlook and a willingness to travel regularly. *Location: Foster City, CA*
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Part-Time Merchandiser (IDG/B)

Needed in the Bay Area to assist account managers with account calls, customer service, store displays, and special promotions when needed. Expected to continue to get business and educate account personnel. Professional appearance, high energy, and sharp communication skills required. Must have some computer knowledge and interest. Reliable transportation needed for local travel. Highly motivated, punctual, and customer service oriented. *Location: San Francisco, CA*
Contact: P. Levenduski, Fax: 415-655-3206, Phone: 415-655-3015, Email: plevenduski@idgbooks.com

Sales Administration Assistant (IDG/B)

Responsible for coordinating all large mailings and weekly rep mail and interdepartmental title maintenance as directed by the Manager. Responsible for copying and distributing all sales information to appropriate staff members and for bi-weekly update of the publication schedule. General administrative duties such as filing, copying, faxing, and word processing. Will back-up the Key Account Customer Service Specialist. Must have previous sales administration experience and experience with Excel and Word.
Location: Foster City, CA
Contact: S. Klippel, Fax: 415-655-3206, Phone: 415-655-3230, Email: sklippel@idgbooks.com

Analyst - Application Development (IFW)

InfoWorld's Test Center seeks an Application Development Analyst experienced with all aspects of application development. Knowledge of C, C++, and SQL is essential. Experience with development of network applications and developing for Win32 is essential. Experience on other platforms, version control technologies, and with RAD tools in addition to traditional development environments is a plus. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Enterprise Analysts (2) (IFW)

InfoWorld's Test Center seeks two Enterprise Analysts. Candidates should be familiar with all aspects of an enterprise network, Novell NetWare, Microsoft Windows NT, and some flavor of UNIX. Familiarity with TCP/IP, including routing and firewalls, is a must. Experience configuring and maintaining LANs and WANs is essential. Candidates that have supported users and strategic business goals is a big plus, as is database administration and/or programming experience. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Editorial Assistant (IFW)

InfoWorld's News Department is seeking a bright, ambitious person interested in administrative assistance and opportunities in Information Technology journalism. This entry-level position supports our outstanding investigative news staff by performing normal office administrative tasks and by checking facts and assisting with research. Successful candidate will have the opportunity to advance to writing product stories and working with reporters on major projects. Journalism or English majors preferred. PC literacy required. *Location: San Mateo, CA*
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Analyst - Networking (IFW)

InfoWorld's Test Center seeks an Analyst for its Networking team. The Analyst will develop tests and write reviews and comparisons of IT products and solutions. Position requires at least 2 years IT experience (product testing & writing) and proven experience with Netware/Windows NT Server and Windows client systems. Experience with Unix (Integration, WANs, Internet) and programming preferred. Candidates must be highly motivated team players with good verbal/written communications skills and have the ability to meet deadlines. *Location: San Mateo, CA*

Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Asia-Pacific Bureau Chief (IDG News Service) (IPS)

IDG's real-time electronic news wire seeks a experienced, high-energy IT journalist to coordinate and manage regional coverage from our Asia-Pacific news desk in Hong Kong. The ideal candidate is a self-starter who has experience reporting, writing and editing under daily deadlines. This individual has a solid command of AP style, broad knowledge of computer and communications technologies and a basic understanding of global and regional IT markets. Specific responsibilities include editing news and feature stories filed by correspondents in Tokyo and Taipei, as well as stringers in other Asia-Pacific markets; covering breaking news in Hong Kong and at various events throughout the region; managing and facilitating multi-bureau regional coverage and regional contributions to global stories; and working with our constituent IDG publications in the Asia-Pacific region. Command of one or more Asian languages is a big plus as is experience and comfort using portable PCs in a remote environment. *Location: Hong Kong*

Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Marketing Specialist (NW)

Network World, Inc.'s Professional Development Group is looking for a Marketing Specialist to work on a variety of marketing logistics in support of their seminar programs. Responsibilities for this position include organizing and coordinating all aspects of our direct mail programs, handling corporate sponsor marketing logistics and assisting with market research. The ideal candidate should be well organized, detail oriented, possess strong computer skills and be an excellent communicator. Prior marketing experience strongly preferred. Experience with Pagemaker or Quark a plus. Some travel required. *Location: Framingham, MA*

Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Art Director (Publish)

Publish magazine, about computerized publishing and graphic design, is seeking an Art Director to take charge of the graphic content and direction of the magazine while working within the parameters of a recent redesign. Proficiency with Xpress, Photoshop, Illustrator, and other such programs a must. Demonstrated ability to manage a small staff to produce work on time and on budget a must. The ideal candidate will have 5 years experience in publication design at the management level, using the latest in both design and production technology. *Location: San Francisco, CA*

Contact: M. Naman, Fax: 415-975-2613, Phone: 415-978-3296, Email: mnaman@publish.com

Places to find a complete listing of job opportunities across IDG:

- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - East Coast: (508)935-4406 West Coast: (415)978-3100**
- **The World Update on the last Monday of every month.**

EAT

continued from page 1

ticipate in open threaded discussions focusing on sharing information and ideas regarding critical client issues. The database is open only to EAT members.

- An examination of media planning tools by IDG Spain International Sales Manager **Valerie Shanks**, who discussed the latest syndicated Spanish research and how IDG Spain uses it to its advantage.
- Presentations by *Le Monde Informatique* Associate Publisher **Philippe Mingori** and *Reseaux & Telecoms* Advertising and Marketing Director **Dominique Busso** on building profitable partnerships with clients through integrated packaged solutions and a look at IDG France's successes in generating revenue on the Web.
- A look at the challenges facing IDG in terms of Web site development and sales of Web advertising hosted by IMS/EMEA President **Jeff Meers** and Busso.
- A blueprint for using a tracking service to promote strong customer relations by becoming a marketing partner with advertisers and providing them with market research and reader profiles presented by **Anne Ridyard**, advertising manager for *Macworld U.K.*

Two workgroup sessions provided attendees with an opportunity to focus on ways of defending the IT press as an advertising medium against competitors including television, newspapers, the Internet and general business press as well as specific ideas for raising incremental revenue from advertisers.

In addition, IDG's excellent relationship with major accounts at the European headquarters level was leveraged to invite senior executives from three of IDG's largest accounts — Intel, Digital and Ogilvy & Mather (global advertising agency for IBM and Lotus) to share their marketing plans and objectives.

EXCELLENT TURNOUT

Turnout at the third EAT meeting was excellent, with 37 advertising directors and four business unit managing directors (**Istvan Biro** from IDG Hungary, **Tatiana Hinova** from IDG's Bulgarian licensee, and Patricia Poupaert and Marc Bataillon from IDG France) representing 17 business units in the EMEA region in attendance.

EAT in Turkey

IDG Turkey hosts second gathering of Europe, Middle East and Africa Account Team

THE MAJORITY OF THE EUROPE, MIDDLE EAST AND AFRICA ACCOUNT TEAM *(EAT) assemble for a group photo during the second EAT meeting in Turkey in January. (Left to right): **Karen Battley**, IMS; **Florence Schmit**, IMS; **Bohdan Tetiva**, Czech Republic; **Fred Driessen**, Netherlands; **Mehmet Ali Altaca**, Turkey; **Thomas Bergerskogen**, Norway; **Radu Crahmaliuc**, Romania; **Jeff Meers**, IMS; **Leif Rasmussen**, Denmark; **Dominique Busso**, France; **Anssi Eskola**, Finland; **Magnus Wallen**, Sweden; **Urs Flueckiger**, Switzerland; **Frank Hahn**, Germany; **Ernst Loffler**, Austria; **Richard Buckley**, IMS; **Derek Coombes**, U.K.; **Andy Hart**, IMS; **Achim Schaefers**, Germany; **Frederic Bonnin**, IMS; **Paul Shalet**, IMS; **Pervin Yuce**; Turkey; **Sergio Rizzi**, Italy; **Vedat Cakmak**, Turkey; **Nevin Cercisoglu**, Turkey; **Charles Helliwell**, IMS. Some 30 attendees representing 15 IDG offices in the EMEA region participated in the two-day meeting, hosted by Mehmet Ali Altaca, managing director of IDG Turkey. The meeting focused heavily on improving the quality of communication between country sales teams. In addition, representatives from three major accounts — IBM, Microsoft and Hewlett-Packard — were on hand to discuss their companies' strategies in the region. Representatives from several IDG business units including Achim Schaefers from IDG Germany, Thomas Bergerskogen from IDG Norway and Vedat Cakmak from IDG Turkey shared information on their local markets and some of their companies' recent successes in those markets.*

"EAT now has a large, regular turnout of senior advertising executives from IDG's EMEA business units who are generating the communication flow and synergy across borders. It is clear that IDG's strongest global assets are its people and their experience. Providing a platform for sharing this experience is the foundation of building incremental revenue and stealing share from our competitors," noted IMS/EMEA Senior Vice President **Andy Hart**.

The value of the face-to-face communication was underscored by the group's decision to meet once each quarter and focus on the following five key areas:

- Client's strategies, campaigns, objectives and relationship with IDG.
- Presentations by IDG business units on value-added projects, use of research, innovative ideas and partnerships.
- Workgroup sessions to develop "real-world" sales tools and strategies.
- Follow-up from previous EAT meeting to encourage consistent development.
- Review of the EAT communications strategy, format and content.

The next EAT meeting will take place in October. The location and exact date have not yet been determined.

*For more information on EAT, contact Andy Hart at tel: +44-1784-210 or e-mail: andy_hart@idg.com. For more information on the meeting, contact **Florence Schmit** at tel: +44-1784-210-320 or e-mail: florence_schmit@idg.com.*

NOTEWORTHY

PROMOTIONS

ROBERTSON

IDC's **Caroline Robertson** has been promoted to director, Business Network and Electronic Commerce Services. "Over the past four years, Caroline has managed the Business Network Services (BNS) program to extremely profitable growth," said Group Vice President IDC/LINK **Mark Winther**. "In late 1996, she created the Electronic Commerce program as a spin-off from BNS and established it as a full CIS in January 1997. Caroline is an energetic and exciting colleague with lots of good ideas and savvy business judgment."

NEW EMPLOYEES

Three new employees have recently joined IDG Marketing Services' San Francisco office. **Amy Slavin** has started as a national account analyst. She previously worked for NFC Financial as an account executive. Amy has a B.A. in international relations and a B.A. in psychology from the University of California at Davis. Outside the office, her interests include soccer, hiking and photography.

PENASKOVIC

Kristin Penaskovic has also started as a national accounts analyst. She recently participated in a volunteer program at a residence center for homeless children with special needs in Seoul, South Korea. Before that, she worked as a staff assistant for WGBH Educational Foundation in Boston, Mass. Kristin is a graduate of Harvard College where she concentrated in East Asian studies. Her hobbies include hiking, reading, cooking and exploring her new San Francisco surroundings. She is especially proud of her volunteer work in Seoul since the group was run by the same adoption agency that brought her to the U.S. in 1972.

Previously an account coordinator for the Ziff-Davis Media Network, **Amy Sadeg** has joined IDG Marketing Services as a sales associate responsible for providing sales support for two directors of national accounts. Amy has a B.A. in rhetoric from the University of California at Berkeley. Outside the office, she enjoys sailing and taking part in her family business: harvesting olives on her family's ranch that are used to produce organic olive oil.

IDG WORLD UPDATE

KELLEY

Cara Kelley joins CIO Communications as an office specialist responsible for scheduling vendor visits. Cara previously worked at Simmons College. She graduated from Brown University with a B.A. in psychology. Cara's hobbies include diving and swimming.

Joe Wazowski has joined *Web Magazine* as the director of business development. He previously held a similar position at Coca-Cola. Joe has an M.B.A. from Stanford University and a B.A. in computer science from Rice University. Outside the office, his hobbies include climbing, sailing and tennis.

John Rowley has also started with *Web Magazine* as an account manager. John previously worked as the director of sales and marketing for Renegade Television Productions. He has a B.A. from Rowan University and enjoys sports and spending time with his family.

RAMBIS

GamePro Media Group has recently hired two new employees. **Gwen Rambis** is an executive assistant to the VP/publisher. Before joining GamePro, Gwen was a production coordinator at Microsoft Interactive Developer. She attended DeAnza College and is continuing her education at San Francisco State University. Outside the office, Gwen enjoys running, biking, shopping and spending time with her two nephews, ages 11 and 3.

BARNES

Todd Barnes joins GamePro Online as the online producer. He previously worked at Sac Web, Inc. as a production/design manager. Todd was an art major at California State University at Sacramento. His interests include graphic design and three-dimensional design.

Colin Lewellyn has been hired by *Web Shopper* as a content editor. Colin was previously the assistant editor at *Netguide Live* responsible for the games and entertainment section. Colin has a B.A. in English from Loyola Marymount University and enjoys live music and reading.

Aimee Hottinger has joined IDG in San Francisco as an accounting coordinator responsible for invoice processing and travel advances. Aimee previously worked for Addecco. She has a B.S. from the University of California at Santa Barbara. Her hobbies include cooking, reading and music.

ETCETERA

MILTON

Ron Milton, president of Internet Commerce Expo, has been named a 1997 Mobile Maven by the editors of the *Mobile Letter*, an industry publication focusing on mobile computing and data communications. The designation is awarded to those executives who have "made a significant contribution or had a significant impact" over the past year in these fields.

WHO'S NEW?

Does your office have a new employee? Has someone recently been promoted? All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Marilena Maia - IDG Brazil

THIRTEEN YEARS
Mitchell Betts - Computerworld

ELEVEN YEARS
Kate Ulrich - Macworld
Martin Hingley - IDC U.K.

TEN YEARS
Gary Anthes - Computerworld
George Glenn - IDG
Gaby Kirschbaum - IDG Switzerland

NINE YEARS
Andrew Sambrook - IDG List Services
Oralia H. Argumedo - IDG Mexico

EIGHT YEARS
Alan Alper - Computerworld
Paul King - Macworld

SEVEN YEARS
Bea Horváth - IDG Hungary
Ica Rodriguez - IDG Hungary

SIX YEARS
Mila Pantcheva - IDG Bulgaria
Marcia Ross - Computerworld
Steve Klett - PC Games
Noboru Masuda - IDG Japan
Debora Sordini - IDG Italy

FIVE YEARS
Mike Rogers - Computerworld
Anna Foley - IDG Hong Kong

FOUR YEARS
Roza Todorova - IDG Bulgaria
Nedialka Iolovska - IDG Bulgaria
Elina Pantcheva - IDG Bulgaria
Stewart Deck - Computerworld
Lisa Picarille - Computerworld

THREE YEARS
Barbara Cole - Computerworld
Monica Sambataro - Computerworld
Jon Skillings - IDG News Service
Susan Klawiter - Publish
Patrick Jones - IMS
Maryann Thompson - IMS
Steve Berkowitz - IDG Books
Ana Claudia Santos - IDG Brazil

TWO YEARS
Kerrie Klein - IDG Books
Jeffrey Chua - IDG Singapore
Malcolm Peden - IMS EMEA
Kenneth Berntzen - IDG Norway
Aysel Özken - IDG Turkey
Fatih Cavili - IDG Turkey
Muzaffer Cakir - IDG Turkey

ONE YEAR
Jeremy Selwyn - Computerworld
Steven Traynor - CIO
Lisa Jacques - IDG
Jane Davis - ETS
Lee Weiner - CIO
Philip Sarin - FCW
Catherine Capati - Publish
Warren Cruz - IDG Books
Mimi Sells - IDG Books
Stephanie Lee - IDG Books
Peggy Tang - IDG Hong Kong
Kit Gould - IDG U.K.
Penny Hill - IDG U.K.
Yuri Nishio - IDG Japan

CALENDAR

June 9
Computerworld Smithsonian Awards
Washington, D.C.
Contact: Dan Morrow
617-478-2704
cwsa@shore.net

June 11-13
CW/IW Product Line Meeting
Malta
Contact: Siri Herud
siri.herud@idg.no

June 17-19
PC Expo
New York
Contact: Tiffany Wallace
tiffany_wallace@idg.com

June 19-21
Electronic Entertainment Expo
Atlanta
Contact: Mary Dolaher
mdolaher@mha.com

June 19
IDC Electronic Gaming Briefing (E3)
(in conjunction with *GamePro*)
Atlanta
Contact: Dara Queen
dqueen@idcresearch.com

June 19
IDC Electronic Gaming Briefing (E3)
(in conjunction with *PC Games*)
Atlanta
Contact: Dara Queen
dqueen@idcresearch.com

June 23-25
Computerworld Intr@net '97 Conference
San Francisco
Contact: Jackie Murphy
jackie_murphy@cw.com

June 27-29
European Managers Meeting
Amsterdam
Contact: Marion Kibbee, IDG
marion_kibbee@idg.com

July 23-24
IDG U.S. Editors Meeting
Bellevue, WA
Contact: Joanne Pirnik
jo_pirnik@infoworld.com

August 19-21
Internet Commerce Expo
Hong Kong
Contact: Steve Lau
lish@asiaonline.net

Sept. 8-11
Internet Commerce Expo
Los Angeles
Contact: Ken Norton
ken_norton@iceexpo.com

Sept. 21-23
IDC IT Forum
Paris
Contact: Myriam De Greef
mdegreef@idcresearch.com

CELEBRATING 10

Greg Boren

HOME: Mountain View, Calif.

CURRENT TITLE: Illustrator, *InfoWorld.*

MOST CHALLENGING PART OF YOUR JOB: Getting the most information into the least amount of space.

BEST PART OF YOUR JOB: The view of San Francisco Bay out my office window. I could never afford to live in a place with such a great view; it's cool to work in a place with one.

LATEST ACCOMPLISHMENT: One of my hobbies is restoring old Ford automobiles. A friend and I set up a Web site and news group to help others with the same interest share information and locate hard-to-find parts. We have over 900 members around the world and are growing at a rate of about four members a week — much more than we had ever expected.

BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK? Accuracy is very important to me. A few years ago I did an illustration that showed a train pulling flatcars loaded with big-screen monitors. I received a note from a train buff who lived in an abandoned railway station somewhere in the Nevada desert that praised me for showing the "proper" way to tie a load down on a flatcar! *IW* readers are a diverse bunch...

INTERESTS OUTSIDE THE OFFICE: I'm one of those hunter/gatherer types. I love collecting things. Current interests include: post-war modern furniture, early space-related toys and 1965 Ford Falcon automobiles.

MOST REWARDING THING YOU'VE EVER DONE? In 1975 a friend and I hitchhiked up to Alaska, then turned around and hitchhiked all the way down to Brazil and back. It was the experience of a lifetime.

GREG BOREN (LEFT) DINES WITH IDG CHAIRMAN PAT McGOVERN *at San Francisco's Ritz-Carlton in honor of the InfoWorld illustrator's 10 years of service to the company.*

LAST GOOD DEED? One of my hobbies is gardening. I grow food and give it to our local homeless shelters.

FIRST JOB OUT OF SCHOOL? Doing drawings for secret government projects for NASA and Lockheed. Fun work but only about a dozen people had a high enough security clearance to ever see any of it.

IF YOU COULD DO ONE THING OVER: I work in publishing. It seems like all I do is do things over...

MANAGER'S PROFILE: "During his long tenure at *InfoWorld*, Greg has come to find a solution for just about every sort of infographic problem. The strongest and most consistent quality in his work is a fervent belief in the integrity of the graphics he creates; in the design and illustration, for sure, but most importantly in the content. Over time, Greg has truly become a champion of truth in numbers and has kept *InfoWorld* honest on many occasions."

- ***Lisa Sergi**, design director, InfoWorld*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 23 June 9, 1997

IDG BOOKS CAPTURES FOUR AWARDS FROM PUBLISHER'S MARKETING ASSOCIATION
PAGE 2

INFOWORLD LAUNCHES NEW ENTERPRISE CAREERS SECTION
PAGE 2

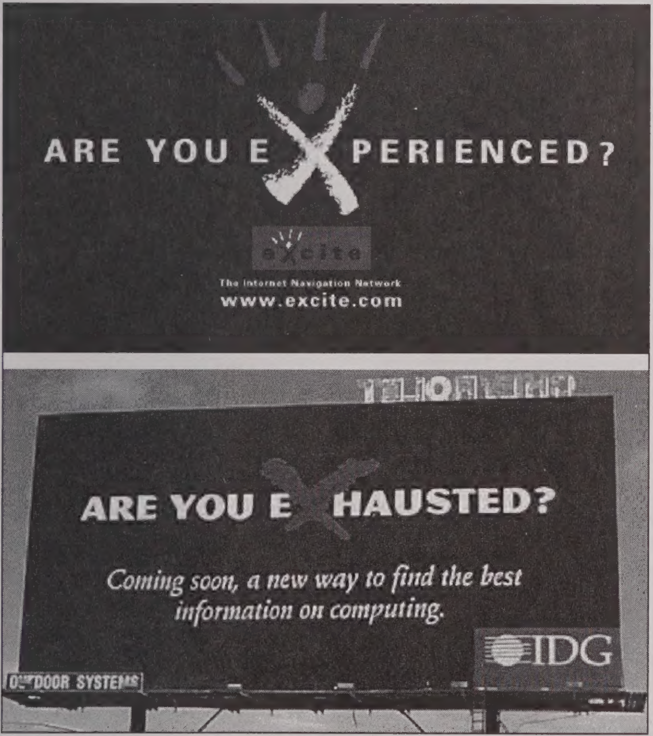
ON LINE: IDC'S KIRK CAMPBELL TAKES A TURN AS THIS WEEK'S COLUMNIST
PAGE 3

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Are You Exultant?!

IDG billboard succeeds in stimulating interest in upcoming Internet announcement


ARE YOU E PERIENCED?
excite
The Internet Navigation Network
www.excite.com
ARE YOU E HAUSTED?
Coming soon, a new way to find the best information on computing.
IDG
OUTDOOR SYSTEMS

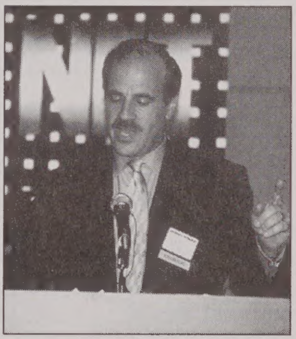
IDG'S BILLBOARD, ASKING PASSERSBY "ARE YOU *Exhausted?" plays off the Excite billboard it replaced on Highway 101 near San Francisco International Airport. The billboard is intended to generate interest in IDG's new Internet service scheduled to be formally announced at next week's PC Expo in New York.*

Although the details won't be publicly disclosed until IDG's formal announcement scheduled to take place during next week's PC Expo in New York, San Francisco area drivers are having their curiosity about the company's new Internet service piqued thanks to a cleverly

• CONTINUED PAGE 4 •

NW Adopts High Profile at NetWorld+Interop

NETWORK WORLD PUBLISHER *Evilee Thibeault (left) presents Check Point Software's Jacqueline Ross with an Intranet Excellence Award.*



COLIN UNGARO, NETWORK *World President and CEO, makes a point during his introduction of the first annual Net Bowl competition.*

If any of the 60,000-some attendees at last month's NetWorld+Interop in Las Vegas failed to encounter the Network World presence at the show, perhaps it was because they failed to venture forth from their hotel rooms.

Network World, an Interop co-sponsor since the show debuted in 1986 and later combined with NetWorld in 1994 to form NetWorld+Interop, seemed to be everywhere. From the huge 30 ft. by 50 ft. banner hanging on the front of the convention center, to the Network World Live TV kiosks scattered about the show floor to it own booth featuring live demonstrations of Network World Fusion and NetDraw Plus software, the distinctive blue and black logo was hard to miss. Two special events presented by Network World proved to be highlights of the show. The Second Annual 1997 Intranet Excellence Awards, the industry's first of-

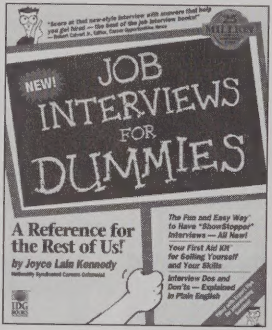
Test your own knowledge of networking trivia and win a T-shirt. See page 8.

• CONTINUED PAGE 4 •

IN BRIEF

IDG Books Worldwide Honored at PMA Awards

IDG Books Worldwide took home four awards at the annual Publisher's Marketing Association (PMA) Ben Franklin Awards held May 30 at the Chicago Marriott. The awards were held on the evening of the opening of Book Exposition of America, the nation's largest book industry convention.



IDG Books was nominated in six categories, with *Job Interviews For Dummies* winning in the Careers category.

The other three "Excellence" awards were specially created to honor IDG Books for "overall excellence in editorial, design and independent publishing."

PMA President Curt Matthews presented the Excellence awards to IDG Books' CEO **John Kilcullen**, saying, "IDG Books has been a leader and an inspiration to all independent book publishers. You never gave up the dream and today you are a $120 million business."

In his acceptance remarks, Kilcullen remembered the company's humble beginnings as it was trying to publish its first book, *DOS For Dummies*. "The bookstores gave us two orders — get out and stay out — and laughed us out of their offices," Kilcullen said. "But we persevered because we believed in our dream and believed that our fun and friendly approach would help demystify technology topics. Our readers proved us right."

The Ben Franklin Awards are presented annually by PMA to the best new books from independent publishers. PMA is the largest association of independent book publishers in the U.S., representing more than 3,000 publishers. Founded in 1983, its mission is to be the voice of the emerging publishing community by providing education and marketing services.

CORRECTION

IDC's Electronic Gaming Briefing, to be held in conjunction with PC Games at this month's upcoming Electronic Entertainment Expo in Atlanta, is scheduled for June 20.

CHECK IT OUT!

The IDG News Service (http://www.idgns.com) has launched a continuously updated home page, a library containing company backgrounders and a Spanish-language news service.

InfoWorld Launches Enterprise Careers Section

CELEBRATING THE LAUNCH OF ENTERPRISE CAREERS ARE *(from left): Bethany Ritchey, sales representative; Jim Martin, IW CEO; Janis Crowley, director of recruitment division; Steve Moylan, publisher; and Sandy Reed, editor-in-chief. Sales Representative Dee Smith was forced to eat and run!*

In a nod to the increasingly critical contributions made to the enterprise by the professionals who keep a company's technology infrastructure up and running on a daily basis, *InfoWorld* last month launched a new section called Enterprise Careers.

Each week, Enterprise Careers, which is available both in the print publication and on InfoWorld Electric (http://www.infoworld.com), will present how-to articles on finding IT jobs, features on trends in technology careers, and reports on issues such as training, compensation and keeping IT skills up to date. It will also feature a listing of current job openings at companies and consulting firms.

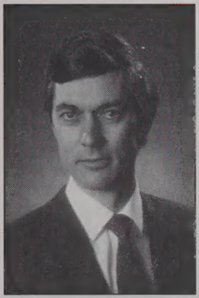
In addition, Enterprise Careers will help IT managers fill open positions within their departments by providing advice on such areas as guidelines for hiring a staff and tips for picking the best candidates.

Two regular features will be State Snapshots and the Web Hotlist. Each State Snapshot will highlight the IT job market in a selected state, including the demand for IT personnel, average salaries and job outlook. The Web Hotlist will be a career-oriented version of the same Web Hotlist that appears in *InfoWorld* each week. The first Enterprise Careers Web Hotlist, for example, lists the top Web sites that show how to compose an effective resume.

Advertising will be sold against the section, and the price of an ad includes posting on InfoWorld Electric for four weeks.

*For more information, you may contact **Steve Stamates** at tel: 415-312-0678 or e-mail: steve_stamates @infoworld.com.*

ON LINE



KIRK CAMPBELL

IDC's president and CEO is this week's columnist.

Q I've seen the IDC Web Index in *The Wall Street Journal*. Can you tell me more about this?

A *The Wall Street Journal* publishes the IDC Web Index on the last Thursday of each month in its "Net Interest" Section. The index is also posted on the IDC Web site at (http://www.idcresearch.com). The IDC Web Index tracks the outlook for commerce on the World Wide Web by dividing users' time online by the number of pages competing for their attention, and then factoring in an estimate of the number and value of transactions taking place on the Web. The formula for the index is Web Hours divided by Web Pages times Transaction Activity equals the IDC Web Index.

If the number of Web hours grows faster than the number of pages, then the index goes up meaning that the return on investment of developing a Web page has increased. If the number of Web pages grows faster than the number of hours, then the index falls since the ROI of a Web page falls with increasing competition for user time and mindshare.

The IDC Web Index is output from IDC's Internet Commerce Market Model. This IDC research provides a sizing and forecast of the worldwide market for Internet commerce, including the number of users and devices accessing the Web, the amount of commerce transactions per user, and the number of pages on the Web. The Market Model provides market sizing and forecasts to the year 2000 by region and by user type. IDC believes that the Internet Commerce Market Model offers the industry's most comprehensive assessment of the number of users on the Web and the amount of commerce they are conducting. It is based on more than 40,000 primary research interviews per year in 17 countries and on IDC forecasts for PC, Internet appliances, modems and other relevant technologies. Customer reaction to IDC's Internet Commerce Market Model has been very positive since it was launched early last year.

How is IDC using the Internet and other electronic delivery mechanisms to provide research to customers?

We recently launched IDCNet, which provides customers with instant access to IDC research via the Internet. IDCNet offers full text, tables and graphics access to IDC research plus other value-added features such as powerful searching, automatic notification of new research, usage reporting and extensive hyperlinking. Customer reaction to IDCNet has been very positive so far. Currently, there are 250 company accounts (with many more individual users) on IDCNet with more being added every day. IDC is very excited to have all of its voluminous Continuous Information Service research up on the Web available to customers. We believe that IDC will greatly expand its reach in customer organizations as a result.

IDC research also is available to customers via Lotus Notes and a monthly CD-ROM. Of course, hard copy access is still available as well. In fact, almost every customer is still requesting the binders with hard copies of the research, so print is by no means dead yet!

Do IDC's competitors host any gatherings similar to the IDC briefing sessions (i.e., Directions '97)? How do ours compare?

IDC's market research competitors do host numerous conferences and seminars on many different topics. However, when it comes to a one-day event providing comprehensive information technology market coverage, IDC is in a class by itself. Besides the two Directions '97 conferences on each coast in the U.S., IDC is hosting one-day briefings in 26 cities throughout Europe, Asia/Pacific and Latin America over the next six months. No other company in the industry can offer this level of IT market knowledge with expert regional and local staff doing most of the presentations in each location assisted by a couple of IDC U.S. speakers.

The closest competitor to IDC Directions '97 is the Dataquest Predicts conference held this past February in Santa Clara, Calif., (the Boston session was canceled this year). Dataquest's event drew fewer than 300 attendees, which compares with 750 in Boston and 900 in San Francisco for IDC. Directions '97 has become the de facto standard for IT market briefing sessions in the industry. We frequently hear this from customers who attend multiple IT conferences throughout the year.

Of course, the annual IDC European IT Forum is the premier European conference for leaders of the IT industry, end-user corporations and government to discuss major issues and future trends in information technology. Last September's conference in Paris drew outstanding industry speakers, a record 1,000 attendees and extensive press coverage.

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

If the answer to any of the questions above is "yes," the *IDG World Update* editors want to know! You may reach them via fax: 617-423-0712 or e-mail: world_update@idg.com.

NETWORK WORLD

continued from page 1

ficial program to honor companies for their innovation and foresight in developing intranet solutions drew more than twice the entries of last year's event. Another very popular event was the company's first annual Net Bowl Trivia Game Show, which pitted a team of top executives from the East Coast against a team from the West Coast in a one-hour test of their knowledge of networking esoterica, and attracted a big crowd.

Honoring leaders of the revolution

Winners of the 1997 Intranet Excellence Awards were honored at a ceremony on May 7, hosted by Network World President and CEO **Colin Ungaro**. Eleven U.S. companies were selected from the more than 250 entries by a panel of judges comprising leading industry analysts and consultants including representatives from IDC and Ernst & Young. The winning products and services were evaluated on the basis of how well they contribute to an intranet solution, produce practical results and demonstrate innovation.

"The Intranet Excellence Awards are designed to highlight those companies who are truly leading the intranet revolution," Ungaro said.

Among the companies honored were Novell, Netscape Communications, Digital Equipment, U.S. Robotics and Computer Associates. Complete information on the awards and the winners is available on the Network World Fusion site (www.nwfusion.com/medialounge).

Later that same day, in what turned out to be one of the most exciting NetWorld+Interop attractions, Network World assembled an all-star line-up, including Novell CEO Eric Schmidt, Shiva Corp. CEO Frank Ingari, VP AT&T WorldNet Services Tom Evslin, Cisco Systems VP/General Manager Internet Business Division Christine Hemrick, The Yankee Group Managing Director Howard Anderson, Ipsilan Networks Founder and CTO Tom Lyon, ADC Kentrox CEO Rick Gilbert and FORE Systems CEO Eric Cooper, who faced off in a test of their knowledge of networking trivia.

Proceeds from NetBowl '97 are being used to support NetDay, the national grass-roots volunteer effort, endorsed by President Clinton and Vice President Al Gore, the mission of which is to wire the country's public schools to the Internet by the year 2000. According to Un-garo, Net Bowl is intended to be an annual event that will continue to support the NetDay effort.

Tough calls

Serving as master of ceremonies was Brian Nelson, host of The CNN Computer Connection, a computer TV show based in the network's Atlanta headquarters. The official judge was IDG Chairman **Pat McGovern**. McGovern's role turned out to be anything but ceremonial as he was called upon to adjudicate in several tough decisions, including one that went against the West Coast team, which had jumped in with the answer to "What was Microsoft's theme song for its Windows 95 launch?" McGovern gave a thumbs down to, "Start It Up," holding out for the more precise "Start Me Up," by the Rolling Stones.

Eric Schmidt
Tom Lyon

NOVELL CEO ERIC SCHMIDT AND IPSILAN NETWORKS *founder Tom Lyon discuss an answer during Network World's first annual Net bowl. Their West Coast team eventually went on to win the event 150-130.*

The final score was West Coast: 150; East Coast: 130. To the victors went gold trophies; to the vanquished, copies of *Networking for Dummies.*

For more information on the Intranet Excellence Awards or the Net Bowl, contact NW PR Manager Heidi Creighton at: 508-820-7528 or via e-mail: hcreight@nww.com.

BILLBOARD

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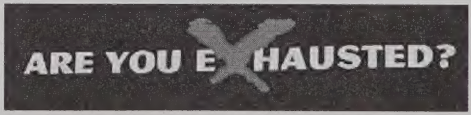
worded billboard orchestrated by IDG Marketing Services.

The billboard, located on Highway 101 near the San Francisco International Airport, asks drivers, "Are You Exhausted?" The sign replaces a similar one sponsored by Internet search engine company Excite, which asked, "Are You Experienced?"

According to IDG PR Manager **Kathy Day**, Marketing Services decided on the billboard's theme after it secured Excite's old spot. "We thought it was the perfect opportunity to take Excite's billboard and do a spoof on it."

The billboard, which seems to have ruffled some feathers at Excite, has generated a great deal of ancillary publicity. According to a press release distributed by Excite last week, the company has launched an investigation to determine whether IDG has violated Excite's trademark by improperly leveraging the success of its brand image and the multimillion dollar Jimi Hendrix campaign that Excite has executed over the past six month.


ARE YOU EXHAUSTED?

In addition, Day noted that Excite's release has generated a flurry of telephone calls from the press and so far has resulted in a story in last Tuesday's *San Francisco Chronicle* as well as a piece on the CNET Web site.

For more information, contact Kathy Day at tel.: 415-676-3044 or e-mail: kathy_day@idg.com.

IDG

Job Opportunities
Monday, June 9, 1997

Features Editor (CIO)

The individual in this position will be responsible for editing copy for content, organization, clarity, and completeness. The Features Editor will work closely with in-house and freelance writers on story development, direction, and focus, assist in the idea-generation process, and write occasional short items. Three years of feature editing experience is required. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Features Writer (CIO)

You will be responsible for writing feature articles and other shorter items; working closely with editors on story development, direction and focus; assisting in the idea-generation process and attending media events. Ideal candidates will possess a college degree and 2-3 years of feature writing experience. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Web Developer (CIO)

CIO is looking for a Developer to join its Web team. As the Web Developer, you will develop and support web tools, and maintain and enhance existing pages. Ideal candidates will posses a college degree, and a minimum of one year of web development experience in a publication environment. Candidates should have experience with HTML, CGI, Perl, etc. Familiarity with Mac, Windows, and UNIX a plus. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Publicist (CIO)

CIO is seeking an enthusiastic Publicist to join its PR team. In this position you will coordinate publicity campaigns; write and edit press releases, pitch letters, biographies and other PR materials; distribute releases/media; assist with the maintenance of publicity files/tools; coordinate publicity activities at CIO events; prepare publicity project reports; and assist with the filing/logging of clips. Ideal candidates will posses a BA in journalism or communications, 2-4 years experience working in a public relations/publicity environment and excellent communication, writing, and organizational skills. Candidates should be familiar with Mac, MS Word, Filemaker Pro, and the Internet. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Desktop Support Manager (CIO)

The Manager of Desktop Services is responsible for the installation and maintenance of a stable desktop computers, portable computers and related peripherals infrastructure. This individual supports, develops, tests, evaluates and implements technologies, services and standards that enhance both the hardware and software that are consistent with CIO Communications' enterprise-wide technology needs. The Manager of Desktop Services is also responsible for providing and maintaining application and hardware documentation and instruction procedures and guidelines. Ideal candidates will posses a BS/BA degree or equivalent work experience, 2-4 years experience supporting Windows 95, Apple OS, cc:Mail, Microsoft Office Lotus Notes in a multi-location environment. Two to four years experience configuring and supporting Macintosh and Wintel hardware. Candidates should also posses strong management skills and excellent organizational, interpersonal and communication skills.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

IS Support Specialist (CIO)

CIO is seeking a highly motivated and enthusiastic IS Support Specialist to join its IS department. In this position you will assist with the deployment and administration of enterprise wide technologies and services. You will identify and work to resolve application and systems problems. Ideal candidates will possess 1-3 years PC and Mac support. Experience supporting Windows '95, Apple OS, cc:mail, MS Office, Lotus Notes and remote communication technologies. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Associate Art Director (CW)

The individual in this position will be primarily responsible for the design of all editorial pages and features on the @Computerworld site, the design of general resource pages like the home page, contents page and other projects as required. You will collaborate with editors and the design director to ensure that daily and weekly features are designed and posted in a timely fashion and that there is coherence and unity to the design. Other responsibilities include developing and supervising freelance design resources and managing the part of the budget that is allocated to @Computerworld design and related expenses. This position requires at least five years of professional design experience, including at least two years of Web design experience; a thorough knowledge of the World Wide Web and standards, culture and issues related to designing for online media; a good understanding of Web development tools; and good communication skills. ***Location: Framingham, MA***
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Graphic Designer (CW)

Computerworld is seeking a graphic designer with 3-5 years of experience in an editorial environment to work on its magazines projects. Responsibilities will include directing page layouts, information graphics, illustrations and photographs. The individual will also be involved with designing new publications from the ground up, refining existing products and special projects as assigned. Successful candidates will possess the ability to be flexible, to multi-task and be well organized. Intimate knowledge of Freehand, Illustrator, Photoshop and Quark are required. Since this individual will also play a role in transforming 2-dimensional copy and images into multi-dimensional Web content, experience building Web pages is a plus. ***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Internship, IS Department (CW)

Computerworld is seeking a part-time intern (approx. 30 hours/week) to assist with installing and configuring PC's on a Novell, Windows NT network and troubleshooting problems for our internal Computerworld clients. The candidate should have experience in DOS/Windows 95, PC hardware with Lotus Notes experience a plus. Strong communications skills are essential. Hours are flexible. ***Location: Burlingame, CA***
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Research Analyst, Printers (IDC)

IDC is seeking a Research Analyst in the Printers/Peripherals area. This is a continuous research service which analyzes, forecasts and services clients in the Printers/Peripherals market place. Specifically, this analyst will track trends, new product announcements, and develop detailed company models. Responsibilities include writing bulletins and reports on these topics, as well as providing inquiry support to clients and help with sales activities. Strong analytical ability and writing and presentation skills are required. Printer or peripherals knowledge a plus. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Applications Development Specialist (IDC)

We need a special individual who combines strong interpersonal and team skills with first class technical capabilities. The selected candidate will use their abilities to deliver customer driven solutions. Verbal and written communication skills will be crucial to success. On the technical side we are looking for at least two years experience developing Lotus Notes (ver 4.x) applications in mission critical contexts. Experience with relational databases is required. Experience with structured design, testing and documentation methods are required. Experience with MS SQL Server environments, customer information systems, Lotus Notes or administration, Visual Basic or Notrix are desirable. The ability to work with end-users to develop requirements and provide solutions rapidly will be a key to success in this position. BS in Computer Science or related field required. ***Location: Framingham, MA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Senior Systems Administrator (Application Services) (IDC)

Will be responsible for insuring that IDC's systems infrastructure is robust, reliable and flexible. Will have primary responsibility for the Lotus Notes and Oracle server environments. Thorough knowledge of all aspects of Notes network design and implementation including versions 3.x - 4.5 are required. Experience managing Notes networks in the 20-50 server range, running mission critical applications, with international distribution is necessary. Experience with subsidiary Notes products such as LN:DI, OCR, SMTP MTA, cc:Mail MTA, cc:Mail to Notes conversion, Notes based fax servers, etc. are strong pluses. Thorough knowledge of NT 3.5 - 4.0, and OS/2 required. Knowledge of Internet server protocols and software a plus. Experience setting up and tuning Oracle servers required. Knowledge of Netware 3.x - 4.x desirable. Will provide second level support for our help desk staff and participate in a rotating o/c shift. Must have strong communication and documentation skills. A customer service attitude is essential. Must have 5-7 years of systems related positions with at least 3 years of Lotus Notes administration and at least one year of Oracle administration in a complex, multi-server, multi-NOS environment. Some experience in Lotus Notes development helpful. Experience with system management tools. A BA/BS is required. ***Location: Framingham, MA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Senior Systems Administrator (LAN/WAN) (IDC)

Will be responsible for insuring a reliable and flexible systems infrastructure. Responsibilities include: LAN/WAN design, implementation, and support for IDC's Netware 3.x and 4.x environment; management of hubs, routers, dsu/csu's, multiplexer's etc. is required. Knowledge of TCP/IP IPX and AppleTalk are key. An understanding of complex cc:Mail environments essential. Experience with X.25, Castell fax server's, Novel's client 32, NT, Lotus Notes, Oracle servers are a plus. Will provide second level support for the help desk and participate in a rotating shift for o/c duty. Must have strong communication and documentation skills. A customer service attitude is essential. Must have 5-7 years of systems related positions with at least 3 years of network and systems administration in a complex, multi-server, multi-NOS environment. At least 2 years experience in managing a complex cc:Mail environment. Experience with system management tools. A BA/BS is required. ***Location: Framingham, MA***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Credit Specialist (IDG/B)

Will post payments from customers into A/R system and maintain manual record of payments for reconciliation of A/R. Responsible for reconciliation of customer disputes and chargebacks including research, warehouse staff contact, sales rep contact, customer contact and problem resolution of unauthorized and unidentified credits. Will collect past due invoices and chargebacks while maintaining good customer relationships. Must have an associates degree in business or equivalent experience with a minimum of 2 years experience in a high volume accounts receivable department, preferably with commercial cash application and collection experience. ***Location: Indianapolis, IN***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Executive Administrative Assistant (IDG/CSC)

This individual in this position will provide administrative support to both the Vice President of Finance and the Sr. Vice President of IDG. Responsibilities will include, preparation of presentations, conducting internet searches, spreadsheet work, and other projects as needed. Other responsibilities will include handling all incoming and outgoing calls, making travel arrangements and filing. This position requires initiative, motivation, and professionalism as well as effective communication, organization and excellent time management skills. Experience with Lotus Notes, the Internet, Excel and MS Word. At least 5 years experience preferred.
Location: Boston, MA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Director of Education (IDG/CSG)

The Education Director will host senior level events for the top vendor executives. Will be responsible for the development and content of the event and responsible for forming strategic partnerships in support of the education conferences. This person will need to understand current industry dynamics within the technology arena. An MBA is preferred, but not required. This person will work as part of the team that directs the products that the sales team will represent for the Channel Service Group and will work closely with the Events and Strategic Alliances Directors. ***Location: TBD***
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Director of Events (IDG/CSG)

Will be responsible for the creation and execution of executive events for the new Channel Services Group. This position will report to the VP of Marketing and Business Development. Candidate should have at least 5 years experience in events planning and execution and trade show experience. Will be required to interface with a variety of organizations external to IDG and be aware of the various host organizations for the major trade shows. Experience in awards programs helpful by not required.
Location: TBD
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Director of Strategic Alliances (IDG/CSG)

As part of the new CSG venture, this position will be responsible for interface and alliance building between distributors and CSG. They will also be responsible for creating product packages that support the unique needs of our largest clients and support the sales effort by championing the variety of service we offer. Channel experience is a necessity. Experience with distributors and vendors at the high end of the technology spectrum is a must. ***Location: TBD***
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Design Director (IFW)

InfoWorld is seeking a Design Director to manage its creative direction. The position offers the opportunity to create and maintain the overall tabloid and website design as well as direct a talented staff of six. Candidates must have 8 to 10 years in publication design, preferably at a daily or weekly and a proven track record as a strong, talented team leader. Experience with on-line publications, familiarity with IT, and excellent working knowledge of QuarkXpress are necessities. Photoshop and Illustrator skills are a plus. ***Location: San Mateo, CA***
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Contract and Billing Coordinator (IFW)

This person will document rates for customer ads. The primary function is to ensure consistency of rates quoted by Sales Rep. This person will prepare contracts, issue new contact reports weekly, maintain contract database, and prepare the Debit/Credit report. The successful candidate will be detail oriented, have good organizational skills, and an ability to work closely with the sales department.
Location: San Mateo, CA
Contact: S. Moore, Fax: 415-312-0668, Phone: 415-312-0631, Email: sara_moore@infoworld.com

Marketing Communications Specialist (IFW)

InfoWorld is looking for a Marketing Communications Specialist who will be responsible for coordinating all advertising & collateral, i.e., wraps, house ads, and other marketing communication vehicles via a high tech ad agency. 2-3 years of marketing experience required. Knowledge of graphic design a plus. ***Location: San Mateo, CA***
Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Network Services Administrator (IPS)

The Network Services Administrator is responsible for maintaining a stable and up-to-date communications and computing infrastructure for IPS applications. As the Network Services Administrator, you will identify, install, support, and enhance appropriate LAN, WAN, and Intranet technologies. You will develop and upgrade communication methods for remote users. You will manage vendor relationships for communication services such as Internet access, local and long distance voice. You will establish hardware, operating system software and configuration standards for end user workstations. You will also provide support to the IS Support Specialists in their handling of end user questions and problems. Ideal candidates will possess 6 years PC, Macintosh and network hardware support experience. Four years experience supporting Windows 3.11 and Netware. Knowledge of WAN, Intranets, Internet required. Experience supporting Windows95, Windows NT, Microsoft Office, Netscape Navigator, CompuServe. Experience with Lotus Notes a plus. Excellent organizational, interpersonal, and communication skills.
Location: Boston, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Producer/Product Development Manager (PCW/Online)

The individual in this position is charged with the development and implementation of content areas within the PCW Online Services Group's presence on the World Wide Web, "push" channels, and commercial online services. Candidates will conceive and execute new online products and content areas, and will work with designers to solve user interface challenges. Excellent HTML skills required and client- and server-side scripting languages strongly desired. "Push" content development and Web-database integration experience also desirable. Must have one to two year's experience in Internet production, programming, or content design. Excellent verbal and written communication skills critical as well. ***Location: San Francisco, CA***
Contact: A. Block, Fax: 415-442-1891, Phone: 415-975-2640, Email: adam_block@pcworld.com

Places to find a complete listing of job opportunities across IDG:

- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - East Coast: 508-935-4406 West Coast: 415-978-3100**
- **The World Update on the last Monday of every month.**

OFF SITE

Hooked on Hockey

Outside the office, CIO Senior Graphic Designer Hana Barker finds herself drawn to the ice

For *CIO*'s **Hana Barker**, who took up ice hockey only six years ago at age 27, the biggest challenge wasn't learning the rules of the game, getting used to the bulky equipment or even her "advanced" age. For Hana, the biggest challenge of learning to play hockey was learning to skate!

"Growing up in Iowa, skating just wasn't something my friends and I ever got into," Hana explained, noting that by the time she laced up her first pair of hockey skates six years ago, her total skating experiences numbered just one. But then, after earning a master's degree in fine arts at Rhode Island School of Design, the *CIO* senior graphic designer moved to Ithaca, N.Y., to join the staff of Cornell University. And there, she found herself surrounded by "hockey nuts."

"It looked like fun," said the self-confessed addict, who most weeks gets in at least three sessions on the ice — both before and after work. Opportunity presented itself in the form of a women's intramural league at Cornell that stressed good fun over great technique. "Nobody really seemed to care that I couldn't skate," she said, adding, "I figured I wasn't getting any younger, so I might as well get started!"

As it turned out, learning to play hockey while learning to skate had its benefits. Playing in full gear took away the fear of falling. "With all that padding, it really doesn't hurt at all to fall. And with my attention focused on getting to the puck, I didn't think much about what my feet were doing," Hana said.

> *"I once played with a woman whose two young sons didn't even realize that men actually played the game."*

Hooked right from the start, Hana played for the full year and a half she was at Cornell, extending the season almost year-round by joining a group of fellow enthusiasts for what they called "highway hockey" — weekly road trips to nearby Syracuse, N.Y., throughout the off-season where the ice was maintained at a public rink well into the spring and summer months.

STICKING WITH IT. ***CIO's Hana Barker battles for the puck during a recent game at the Skate 3 Arena in Tyngsboro, Mass.***

RAY COOK

One of the first things Hana did upon moving to the Boston area in 1992 was to join the Assabet Valley Sports Arena in Concord, Mass., home of the largest women's and girls' hockey program in the U.S. She began playing on a women's "Senior B" team ("a little less competitive than the A team") which nevertheless made a respectable showing in this year's Massachusetts State Tournament.

Honed technique at hockey camp

Her first couple of summers in Boston, she attended hockey camp at Babson College, in Wellesley, Mass., where she was immersed in a week of intensive training alongside a group of mostly 9- to 15-year olds. "It was a little strange when they figured out that underneath all that gear I was old enough to be their mother!" she joked.

This year, Hana also joined a men's morning league in Concord, skating before work twice a week. She recently decided to give that up, however, after a slap shot to the foot sent her to the hospital for X-rays. Although it turned out nothing was broken, Hana decided not to press her luck. "Even though there's a no-checking rule, I was getting too bruised up playing with those guys!"

For Hana, whose 13 teammates range in age from 23 to 40-something, the appeals of hockey are many. "It's a thrill being out on the ice. Even when I was learning, it feels so fast and exciting," she said. "And the people I've met playing hockey," (including her boyfriend whom she met while playing at Cornell), "are great. I'd say 75% of my friends are hockey players." And if she had her way, that number would only go up. "Personally, I think more 'hockey moms' should give the game a try. They'd have a lot more fun playing than freezing and watching their kids practice!"

And long gone are the days when a female hockey player was rarer than a hat trick. "Hockey is definitely not just a men's sport anymore," Hana said, noting that next year's winter Olympics in Nagano, Japan will, for the first time, include women's exhibition hockey. "So many women and girls are taking up this sport, it's really exciting to see. I once played with a woman whose two young sons didn't even realize that men actually played the game. They were surprised to learn it wasn't just a women's sport!"

NOTEWORTHY

PROMOTION

IDC's **Mark Gomes** has been promoted to senior analyst, Investment Research Services. "Throughout his nearly three years of tenure, Mark has proven himself to be a valuable resource to the IRS/CIA team and the greater IDC analyst community," said Program Director Diedre Hatch. "In his expanded role, Mark is primarily chartered with the further development of the newly defined IRS for Investment Decision Makers product — targeted at the buy-side segment of the financial industry."

NEW EMPLOYEES

Nancy Galanty has been hired by *Macworld* as an ad sales administrative assistant. Before joining *Macworld*, Nancy worked as an administrative assistant for Time Warner. She has a B.A. in English from the University of New Hampshire. Outside the office, Nancy's hobbies include running, hiking, gardening and reading.

CLAUDIA FUNG

BANNER

Jonathan Banner has joined *PC Games* as the Eastern sales manager. Before joining *PC Games*, Jonathan held a similar position at Avcom Publishing, publisher of *Car Audio & Electronics* magazine. He also worked for Biopharm Lab, Inc.'s Quality Health Products division as the director of sales and marketing. Jonathan has a B.A. in English literature from New York University. He minored in journalism/communications. Jonathan's outside interests include antiques and teaching studio pottery.

Karen Eng has joined *PC Games* as a copy editor. Before deciding to return to magazine production full time, Karen worked as a freelance copy editor for companies such as Theatric Interactive, Black Hole Publishing and *Wired* magazine. She is a graduate of the University of California at Los Angeles and has a B.A. in English literature/poetry. Her hobbies include writing, dancing, reading and music/theater.

PC World Online has hired **Lisa Moskowitz** as a Fluegelman intern. Lisa will be responsible for online news writing. She was previously a marketing communications specialist at Fannie Mae in Washington, D.C. At Fannie Mae, Lisa was the editor of an online weekly newsletter and worked on the design of brochures for secondary mortgage products. She is a graduate of Duke University where she studied political science and will graduate this year from the University of California at Berkeley with an M.A. in journalism. Her interests outside the office include hiking, modern art and white-water rafting.

Drew Camard has joined *Network World* as a district sales manager in the Santa Clara, Calif., office. Drew previously worked for Mecklermedia where he was responsible for strategic planning for *WebWeek*. He attended Skidmore College. Drew lists writing music as one of his current outside interests.

Three new employees have recently joined the IDC West office in Mountain View, Calif. **Lisa Cosmas** is a senior research analyst in the International Group supporting both the Asia-Pacific and International Access Service programs. She previously worked in London as an assistant portfolio manager for Dominick & Dominick. She also worked for Marusan Securities in Tokyo as a research analyst in the international department. Lisa has an M.A. in international affairs from American University and a B.A. in political science from the University of California at Los Angeles. Lisa is proficient in Japanese and German. Her interests include running and traveling.

COUTURE

Helen Couture is an analyst in the Latin America Research Service Program. Helen previously worked as a global finance analyst in NationsBank's international group where she was responsible for corporate finance for overseas companies and financial institutions. She has a B.S. in international business studies from Babson College. Her hobbies include languages — she speaks Spanish and French — classical voice and modern dance.

Allen Leibovitch has also joined IDC West as a senior analyst working on semiconductor applications research. Allen has a B.S. in mechanical engineering from the University of California at Berkeley. Outside the office, Allen's hobbies include bicycling and reading science fiction.

TRANSFER

CLAUDIA FUNG

BASURTO

Irene Basurto has transferred to GamePro Media Group as a circulation specialist. Irene previously worked as a customer service representative supporting both *GamePro* and *PC Games*. She has a B.S. in health science from San Francisco State University. Irene's hobbies include skiing, scuba diving and volleyball.

WHAT'S THE LATEST?

Has someone in your business unit recently been promoted?

Does your office have a new employee?

All business units are encouraged to send information and photos for the Noteworthy section to: world_update@idg.com.

Both U.S. and international submissions are welcome.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Matthew Smith - Computerworld

FOURTEEN YEARS
Derek Hulitzky - Computerworld

THIRTEEN YEARS
Donald Best - IDC

TWELVE YEARS
Joan-Carol Brigham - IDC

ELEVEN YEARS
Susan Egan - InfoWorld
John Robison - IDG

TEN YEARS
Bob Brewin - FCW
Frank Hahn - IDG Germany
Norman Noble - PC World
Linda Manes Goodwin - PC World

NINE YEARS
Rebeca Williamson - IDC
Patricia Walker - Computerworld
Deb Brown - IDG

EIGHT YEARS
Bob Peterson - InfoWorld
Robin Robinson - Computerworld
Janet King - IDG

SEVEN YEARS
Stephen Fontaine - IDC
Deborah Clifford - IDC
Pilar G. Marquez - IDG Mexico
Henry Pham - PC World

SIX YEARS
Carol Johnstone - Macworld

FIVE YEARS
László Tihanyi - IDG Hungary
Ron Hall - InfoWorld
Stephen Lawson - InfoWorld

FOUR YEARS
Natalie Jeday - InfoWorld
Laura Segervall - IDC
Paul Mason - IDC
Pamela Mourouzis - IDG Books
Joseph Augsburger - IDG Books
Heike Kähler - IDG Germany

THREE YEARS
Ana Orubeondo - InfoWorld
John Farrell - IDC
Antonia O'Connor - Computerworld

TWO YEARS
Sandy Reed - InfoWorld
Amie White - IDC
Christopher Greene - IDC
Jennifer Arispe - Computerworld
Diane Nadeau - IDG
Roxanne Gentile - Macworld
Cecilia Garcia - IDG Spain
Yolanda Camargo - IDG Spain

ONE YEAR
Keith Casner - InfoWorld
Gina Peers - InfoWorld
Ronald Paulino - InfoWorld
Daniel Seoane - InfoWorld
William Ablondi - IDC/LINK
Kerry Pietrzak - IDC
Debra Gates - IDG Books
Walter Bruce III - IDG Books
Alia Fitzgerald - IDG Books
Caroline Maddock - IDG Books
Tova Fliegel - Macworld
Steven Fleury - PC Games

Announcing...

IDG's 14th Annual Employee Photo Calendar Contest

Once again, it's time to get out those cameras, dust off those photo albums and enter IDG's 14th annual International Photo Calendar Contest. All IDG employees are encouraged to submit photos and take a chance on having their masterpieces selected for inclusion in the 1998 Employee Photo Calendar.

Here's all you have to do:
1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with your name, business unit and address, telephone and fax numbers and a photo title.
2. Submit photos as developed without retouching.
3. Entries must be received by **Monday, Sept. 15**. Please send your photos to: IDG World Update, 31 Milk Street, Suite 210, Boston, MA 02109, U.S.A. All photos will be returned. Any questions, please contact Penny Winn (penny_winn@idg.com) or Lori Montemurro (lori_montemurro@idg.com) or call: 617-423-9030.

Test Your Knowledge of Networking Trivia

The following questions are among the easiest (really!) culled from the 101 questions posed during Network World's Net Bowl '97. Although the Net Bowl participants were not allowed to consult any references — or even each other — we'll be much more lenient. Answer the following questions by any means possible and send them to *IDG World Update* by Tuesday, July 1. Three winners will be selected in a random drawing from all correct entries received and awarded an all-new T-shirt sporting a full-color Rich Tennant cartoon. Good luck! Fax entries to: 617-423-0712 or e-mail: world_update@idg.com.

1. How do you spell the name of Netscape's well-known senior vice president of technology?

2. Which database vendor CEO was once a disc jockey in Boston?

3. Who is known as the father of Lotus Notes?

4. What was the name of Sandra Bullock's character in the 1996 movie flop *The Net*?

5. What telephone company did Scott Adams, the creator of the Dilbert comic strip, work for until 1995?

6. What is Bill Gates' middle name?

7. What breed of dog is Sun's mascot, Network?

8. What year did the AT&T and the U.S. Justice Department enter into the consent decree that resulted in the divestiture of AT&T?

9. What do Columbia University and the Muppets have in common?

10. What year did the White House go online?

SELECT YOUR ANSWERS FROM AMONG THE FOLLOWING:

Miss Piggy　Newfoundland　Marc Andreessen　Nynex　1980　Sybase's Mitchell Kertzman

1982　Cisco System's Fred Baker　1993　Marc Anderssen　Ray Ozzie　Angela Bennett

Pacific Bell　Jefferson　Kermit　Greater Swiss Mountain Dog　Henry

1994　Tim Berners-Lee　Catherine Barnett

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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@COMPUTERWORLD MONTHLY SITE TRAFFIC NEARLY DOUBLES
PAGE 2

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

GamePro Courts Internet-Savvy Teens with *NetPro* Supplement

JOHN ROUSSEAU, GAMEPRO MEDIA GROUP PRESIDENT (STANDING, CENTER), AND *the GamePro team show off their new NetPro supplement.*

It's 8 p.m. Do you know where your teenagers are? If they're like the ever-growing majority of their peers, chances are good that wherever they are, they're online.

According to the Spring 1997 Teenage Research Unlimited study, more than half of U.S. teenagers collectively spend some 38 million hours per week surfing the Internet from many places including their schools, homes and local libraries looking for entertainment and information. And up until now, they've been doing it without an Internet publication to call their own.

Enter GamePro Media Group and its about-to-be-launched *NetPro — Your Guide to Cool Internet Entertainment. NetPro*, which will debut as a supplement to *GamePro* magazine at this month's Electronic Entertainment Expo in Atlanta, is positioned as the only authoritative guide to useful, responsible, fun entertainment on the Internet for teenagers.

Each *NetPro* supplement will review more than 50 topic-specific Web sites targeted at teens' interests including music, movies, sports and athletes, style,

• CONTINUED PAGE 4 •

IDG Netherlands Signs CD-ROM Deal with Rijksmuseum

IDG Netherlands has teamed up with the country's most famous museum, The Rijksmuseum Amsterdam, to produce multimedia CD-ROMs of the museum's best-selling books and most interesting exhibits.

> *A company owned by the well-known chairman of a Seattle-based software company had been vying for the rights to the collection. "Bill didn't get it; we did."*
>
> ***Vincent Half***

The first CD-ROM will include such famous paintings as "The Night Watch" by Rembrandt van Rijn and "The Kitchenmaid" by Jan Vermeer as well as many more by both Dutch and international masters.

"We have a very talented multime-

• CONTINUED PAGE 5 •

IN BRIEF

IDG's Gary Beach Joins Bill Gates for Comdex Keynote

IDG'S GARY BEACH (RIGHT) HOSTED AN HOUR-LONG TALK-*show style discussion with Microsoft CEO Bill Gates at this month's Comdex in Atlanta.*

More than 3,500 attendees jammed the Georgia World Congress Center at this month's spring Comdex in Atlanta to hear IDG Senior Vice President and Computerworld Global Brand Manager **Gary Beach** and Microsoft CEO Bill Gates square off in a lively Q&A session that served as the second day's keynote address.

During the hour-long session Gates answered nearly 20 questions covering topics such as Java, the future of security on the Internet, network computers and the management of enterprise systems. The full transcript of the session is available on Microsoft's home page at http://microsoft.com/corpinfo.

Following the session, Beach and Gates presented awards for the Sixth Annual Windows World Open, an international competition sponsored by *Computerworld* and Microsoft, that recognizes developers and their companies for innovative custom applications on the Microsoft Windows platform.

JavaWorld Tops One Million Page Views in One Month

JavaWorld registered more than one million page views during the month of April — the equivalent of five million pages read in a print magazine. In just over one year, the online-only magazine (www.javaworld.com), published by San Francisco-based Web Publishing Inc., has firmly established itself as the leading source of news, information and tutorials for the Java community with more than 8.5 million page views, 125,000 registered subscribers and 200,000 total readers. A Web-only magazine, *JavaWorld* is read by more developers than any other print or Web-based Java publication.

"By leveraging the real-time and interactive capabilities of Web publishing, *JavaWorld* is addressing Java developers' requirements for timely in-depth articles, tutorials, and technical information," said **Michael O'Connell**, editor-in-chief, *JavaWorld*. "Our coverage of industry events, ability to include applets and programming code with articles, and online resources have helped us become the best independent source of news and information for Java developers."

During the month of April, *JavaWorld* was contacted more than 200,000 times by readers who viewed a total of 1,059,582 pages from the publication. In addition to regular features and columns, *JavaWorld* provided daily coverage of the JavaOne Developers' Conference — the year's most influential industry event for Java developers, held April 2-4. The one-million page views milestone reflects *JavaWorld*'s rise to prominence within the Java community and the steady growth of the Java market.

*For more information contact **Barbara McDonald**, director, marketing and business operations, e-mail: barbara@wpi.com.*

Computerworld's Monthly Web Site Traffic Nearly Doubles

In less than one year, the monthly readership of *Computerworld*'s Web site (http://www.computerworld.com) has nearly doubled to 213,484 visits in April 1997 from 132,295 visits in November 1996. The site was launched in January 1996.

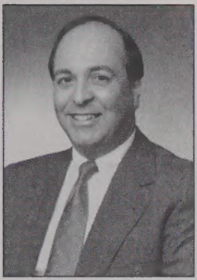
In April, @Computerworld, which delivers industry news and updates three times a day, had more than 7,000 daily visits from viewers, an increase of 17% over the previous month.

"@Computerworld has a dedicated readership base and is attracting new viewers every day, as shown by our increasing numbers," said Vice President and General Manager of @Computerworld **Rich Mikita**. "Our viewers look to the @Computerworld Web site for news and information on the IT industry as it happens and, more importantly, for the unique perspective we provide."

The @Computerworld site features the latest news concerning the IT industry with regular features on intranets, IT careers and the year 2000 crisis.

In addition, the site allows users to interact through weekly Quick Polls and online forums with *Computerworld* editors and industry notables.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Several IDG business units (Computerworld and IDC for example) began the process of quietly laying off a small number of employees during the second fiscal quarter. Virtually none of the affected employees was given any advance notice of this traumatic event. Why doesn't senior management actively encourage employee involvement in this difficult decision-making process? Several studies have shown the brightest ideas to improve corporate competitiveness tend to originate from front-line employees.

A IDG has an unmatched record of growth within the markets we compete in, particularly when compared to our major competitors around the world. This fiscal year, through new product launches and growth within existing business units we will, once again, create many new jobs in all the countries we operate in.

Within IDG's decentralized culture, however, it is up to the business unit's leader and senior management team to make certain that the company is operating as efficiently as possible. There are shifts within markets from time to time that may lead a business unit to eliminate positions that are no longer essential to the primary mission, or perhaps these positions are not aligned with the current growth opportunities.

I know in the case of IDC, which is having its most profitable year in its history and is on a very fast growth track in a strong market segment, that the senior management team determined that they would eliminate several positions and apply their resources to more promising areas. [IDC President] Kirk Campbell and his team made this decision and then informed IDG's Executive Committee that they were implementing this strategy to ensure that they would remain competitive with companies like the Gartner Group.

Your suggestion that many of the best ideas about how to improve "corporate competitiveness" originate with "front-line" employees is an excellent one, and I am certain that many of our business units leaders, worldwide, listen very carefully to both their employees and their customers for ideas on how we can improve our products, services and overall operating efficiency.

I've always assumed one of the benefits of being a privately held company is that management has the "luxury" of being able to take a more long-term strategic view of the marketplace and not be as focused on producing quarterly results for shareholders. If that is true, doesn't the recent round of implementing contingency plans, and the fact that some business units have had layoffs, signal that we're taking a shorter-term view of our business?

You are correct that a private company can take a longer term focus, but this does not mean that it can ignore difficult market conditions. IDG is on track to a record year of growth, both in revenues and operating profits. We were able to have a strong first half because of the implementation of the contingency plans in many of our business units, as well as our corporate support groups. These plans helped to off-set weak advertising months in the U.S. in January and February. March and April, by contrast, were very strong months and we were able to make up the ground that we had lost at the start of the second quarter.

For each business unit and the corporate support groups to have contingency plans and to implement them when market conditions warrant is sound management. We have a responsibility to all of our employees and shareholders to operate in a manner that will ensure our future as a corporation.

Most of our record earnings in FY97 will be reinvested in our existing business units, as working capital, which will fund future growth and in many of the new exciting Internet initiatives that we are in the process of launching.

My understanding is that IDG enjoyed a very strong first fiscal quarter and a disappointing second quarter. How are things looking as we close in on our third fiscal quarter? Are there any marked differences between U.S. and overseas performances?

Actually the second quarter, because of a strong March worldwide, finished stronger than was originally forecast. Operating profits for the first six months of fiscal '97 are 12% ahead of our budgeted goal and 26% ahead of prior year. Our business units, on a consolidated basis, are now forecasting that we will make or slightly exceed our full year goal. Many of the international business units experienced stronger growth in the first half than our U.S.-based units. In several cases investments that were made in FY96 have started to yield dividends through improved operating performance. Below are several of the business units that were most significantly ahead of their plans in the first half:

International
France: Magazine Group
IDG Japan
Italy: Magazine Group
Germany: Computerwoche Group
IDG Bulgaria
IDG Denmark

United States
CIO Communications
IDG Books
IDG World Expositions
PC World Communications
GamePro Media Group

Questions for the regular On line columnists — IDG Chairman Pat McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella may be sent to: world_update@idg.com.

NETPRO

continued from page 1

hobbies and celebrities. Also included will be fun how-to articles such as tips for building a Web page and chat room etiquette.

Editorial highlights

Among *NetPro*'s editorial highlights are the following:

- LogOn: a thought-provoking editor's letter to teens, a fun and easy legend for Web site ratings and a table of contents.
- Download: selected letters to the editor with anwers to teens' Web questions and FAQs for 'Net novices.
- Site Trips: cool locations and information about seasonally relevant sites such as summer movies, baseball and theme parks.
- @Reviews: reviews and ratings of the hottest sites in several categories including movies, sports, music, TV, eats, style and toys and hobbies.
- Features: fun, informative how-to articles to help readers do such things as build their own Web pages, learn to use search engines and find help with their homework.
- LOL :-) : helpful tips about Web etiquette and popular 'Net language.
- Nothin' but Net: Glossary of Web terminology.
- Hit Escape: a "food for thought" page providing an interactive mental challenge that's educational and fun.

Among the advertisers hoping to woo a portion of the lucrative teen market — currently estimated at $108 billion and expected to grow to $136 billion by 2000, according to FIND/SVP — are Blockbuster Video, Kellogg's Pop-Tarts, Nestle, Microsoft, Mpath, Polygram Video and Warner Brothers.

"We are very excited by the initial interest from the marketplace and our focus group testing, but we are taking a very cautious approach to make sure that there is strong long-term market reception for the product," said GamePro Media Group President **John Rousseau**. "In the interim, our current publishing schedule should provide an excellent market test, upon which a longer term strategy can be developed."

The supplement will also feature a companion Web site, NetPro Online (http://www.netpromag.com) that will feature live chat rooms and message boards to encourage teens to develop a 'Net community that promotes learning and exploration; hundreds of links to Web sites; areas for special interest groups; comprehensive search engines; a library of files and documents including FAQs, editing programs and game demonstrations; user link pages; and back copies of *NetPro.*

For more information, contact ***Erin Gaffaney****, GamePro marketing manager at tel: 415-286-2598 or e-mail egaffaney@gamepro.com.*

> *"We are very excited by the initial interest from the marketplace, but we are taking a very cautious approach to make sure that there is strong long-term market reception for the product."*
>
> ***John Rousseau***

SEPARATING THE NETPROS FROM THE NEWBIES

Among *NetPro*'s offerings are a number of regular features designed to help readers decipher common terms and conventions that have been adopted by the 'Net-savvy among us. A sampling follows:

LOL	**Laughing out loud**
ROFL	**Rolling on the floor laughing**
BTW	**By the way**
BRB	**Be right back**
BAK	**Back at keyboard**
AFAIK	**As far as I know**

In the absense of facial expressions or vocal inflections, emoticons — faces composed of keyboard symbols — help people writing e-mail or participating in chat rooms convey feelings along with their words. Some of the more common emoticons, as described by *NetPro*, include:

: -)	**Smiley face**
; -)	**Wink; just clowning**
: - (	**Unhappy, sad**
: - o	**Surprised**
: b	**Sticking out your tongue**
: - x	**A big kiss**

Nothin' but Net - The terms you gotta know to be a NetPro!

BRB:	**Short for "Be right back," use in chat rooms when you take a short break**
Chat room:	**A place in an online area where people using computers can have live conversations with each other via typed messages.**
FAQ:	**Frequently asked questions**
Flame:	**An angry e-mail**
Newbie:	**Someone who is a new user on the Internet**
SEC:	**Short for "Wait a second," used in chat rooms**
Zine:	**Any online magazine with a focus on the weird or the bizarre.**

IDG

Job Opportunities
Monday, June 16, 1997

Senior Graphic Designer (CIO)

CIO is seeking a senior designer to join its creative team. The ideal candidate will possess 5+ years design experience in an editorial environment. Responsibilities will include directing magazine layout, graphics, illustrations, and photographs. Candidates should have a strong editorial design portfolio, a degree in graphic design, QuarkXPress proficiency, experience working with photographers and illustrators, and a firm understanding of typography and 4 color production in a Mac environment. ***Location: Framingham, MA***

Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Website Intern (2) (CIO)

CIO Communications is seeking two fill-time Web Interns to join its small, energetic Web Team which is responsible for two on-line publications. The Web Interns will participate in design, development, and support of web products. Interns will be involved in a variety of tasks and must be able to work on multiple projects simultaneously. Requirements: prior web development experience, knowledge of HTML and web technologies. The ideal candidate will also possess good communication skills and editorial experience.

Location: Framingham, MA

Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Graphic Designer (CW)

Computerworld is seeking a graphic designer with 3-5 years of experience in an editorial environment to work on its weekly newspaper features and magazines projects. Responsibilities will include directing page layouts, information graphics, illustrations, and photographs. Successful candidates will possess the ability to be flexible, to multi-task and be well organized. Intimate knowledge of Freehand, Illustrator, Photoshop, and Quark are required. Since this individual will also play a role in transforming 2-dimensional copy and images into multi-dimensional Web content, experience building Web pages is a plus. ***Location: Framingham, MA***

Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Staff Writer (CW)

The Staff Writer is responsible for producing quality news and technical section copy on a weekly basis under the direction of the Assistant News Editor, News Editor, and other senior staff members. The staff writer will be assigned to report and write several stories per week about user organizations, new product announcements, conferences and technical developments within computer industry and the user community. Two years of professional journalism is required - experience in the computer journalism field is preferred. Candidates must be able to generate story ideas, assimilate business and technical information rapidly, be well organized, and communicate well with professionals. College degree required, preferably with a major in journalism, English or computer science. ***Location: MA or CA***

Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Interns (2) (CW)

Two individuals will be responsible for conducting secondary market research in specified technology categories. This business bent research will be translated into collateral material to be used by Computerworld's sales force. Throughout the duration of the assignment, the interns will be working closely with senior management in our corporate headquarters. The length of the assignment is approximately 10-12 weeks with some flexibility in terms of timing. The ideal candidates are pursuing an advanced, business-related degree and have an interest in publishing. Candidates should also have strong research and computer skills.

Location: Framingham, MA

Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Vice President, Marketing (CW)

Responsible for the effective marketing communications of the Computerworld brand and in support of our mission. This encompasses all constituencies including readers and advertisers. Manages internal staff and outside services including advertising, public relations and even organizations in direct promotion of the brand. Provides day-to-day support of all field sales activities. Reports directly to the publisher. ***Location: Framingham, MA***

Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

PT Administrative Assistant (IDC)

IDC's Communication Department is looking for a part-time administrative support candidate to help with mailings, research filings, and various administrative tasks. Prior office experience preferred. Knowledge of Word, Excel, and Lotus Notes helpful. ***Location: Framingham, MA***

Contact: E. Martin, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Office Administrator (IDG/CSG)

Job responsibilities include general administrative and project management for this "start-up" publication. Strong administrative and organizational skills required. In addition, excellent communication skills, facilitation skills, and resourcefulness is needed. Ability to multi-task and make sound decisions autonomously is important in this dynamic environment. Requires 4-7 years strong administrative and project management experience, plus strong computer skills including Word, Excel, and PowerPoint. Knowledge of general accounting procedures a plus. ***Location: San Mateo, CA***

Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

Manager of Information Systems (IDG/CSG)

Channel Services Group seeks a Manager of Information Systems to direct the development and support of all information systems. Responsibilities will include the management of an IS Support Analyst and working closely with users throughout the Channel Services Group to implement system solutions for user needs. Position requires extensive technical background with 5+ years experience, including user support, project management, LAN management in a client/server environment, Lotus Notes, Macintosh platform and large scale databases. Prior management experience preferred. Publishing industry and multi-platform experience also a plus. ***Location: San Mateo, CA***

Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

National Sales Director, International (IMS)

The National Sales Director will have direct revenue and day-to-day field management responsibility for international advertising generated from IMS international sales team into IDG's global network of publications and web sites. The position will report directly to Managing Director/International of IMS in the United States. Qualified candidates must have a track record of both international media sales and international sales management responsibilities, ideally for a multiple title international media firm. The ability to balance strong sales leadership with international diplomacy will be considered critical skills sets for this position. With responsibility for sales into 275 publications and 140 web sites in over 75 countries, evidence of serious multitasking abilities are required. The position is East Coast based. Heavy US and some international travel is required. ***Location: East Coast***

Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Account Manager (NW)

Network World, Inc. is looking for an experienced sales professional to join our Direct Response Department. Responsibilities include maintaining existing territory plus prospecting and generating new sales in the Marketplace and Webwares sections of the Response Card Decks. Qualified candidates should have a minimum of 3 years of inside or outside sales in advertising or high technology industry. Some travel required. ***Location: Framingham, MA***

Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Help Desk Manager (NW)

NW is looking for a high powered team player to work in conjunction with other IS personnel, help develop and implement NW's desktop 2000 program. Since NW is in the early stages of defining a new desktop standard (hardware, O/S, application suite), we are looking for a desktop guru to help address our implementation, end user training, and continuation support requirements. Other responsibilities include providing first level support for desktop requests; tracking and maintaining a database of work requests; instituting timely and accurate escalation procedures; maintaining Intranet pages for Tips & Tricks and FAQs; acting as a liaison with outside vendors to provide support for remote offices and for purchasing of equipment and supplies. The ideal candidate will have 4-6 years of experience working with Mac and Win95 clients (NT a plus) in a LAN environment, and possess trouble shooting skills. Must enjoy being a trail blazer, enjoy learning new things and have a sense of humor. ***Location: Framingham, MA***

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Associate Editor (PCW)

The individual in this position will write articles and parts of articles as necessary for the completion of a manuscript. Responsibilities include plan, assign, and edit review articles for which he/she is responsible. Serve as a project liaison with PCW Test Center on all projects with which is associated. Additional responsibilities are attending tradeshows as necessary, meet with vendors, provide backup for senior reviews editors in meetings and assist with other editorial projects as possible. ***Location: San Francisco, CA***

Contact: C. Thornton, Fax: 415-442-1891, Phone: 415-974-7475, Email: carla_thornton@pcworld.com

Designer (Web Shopper)

This individual will work as part of a design team in developing and enriching the look and feel of our online presence, and will contribute heavily to new Internet products under development. Must be extremely detail-oriented, highly creative, and work well under tight deadlines. Technical aptitude and ability to quickly pick up new skills is a must; experience with Java, Javascript, Shockwave, and ActiveX highly desirable. Familiarity with the publishing on alternative online media (America Online, PointCast, BackWeb, etc.) a big plus as well. ***Location: San Francisco, CA***

Contact: A. Block, Fax: 415-442-1891, Phone: 415-975-2640, Email: adam_block@pcworld.com

Manager, Audience Development (Web Shopper)

The Audience Development Manager is responsible for formulating, executing, and monitoring the success of strategies to build traffic on WebShopper. In consultation with the online Circulation and Product Management departments, the Audience Development Manager will develop and carry out overall audience marketing and promotion materials, develop and maintain tracking systems to monitor response to audience development efforts, and report on audience development to the rest of the WebShopper team.
Location: San Francisco, CA

Contact: N. McLaughlin, Fax: 415-442-1891, Phone: 415-978-3109, Email: noel_mclaughlin@pcworld.com

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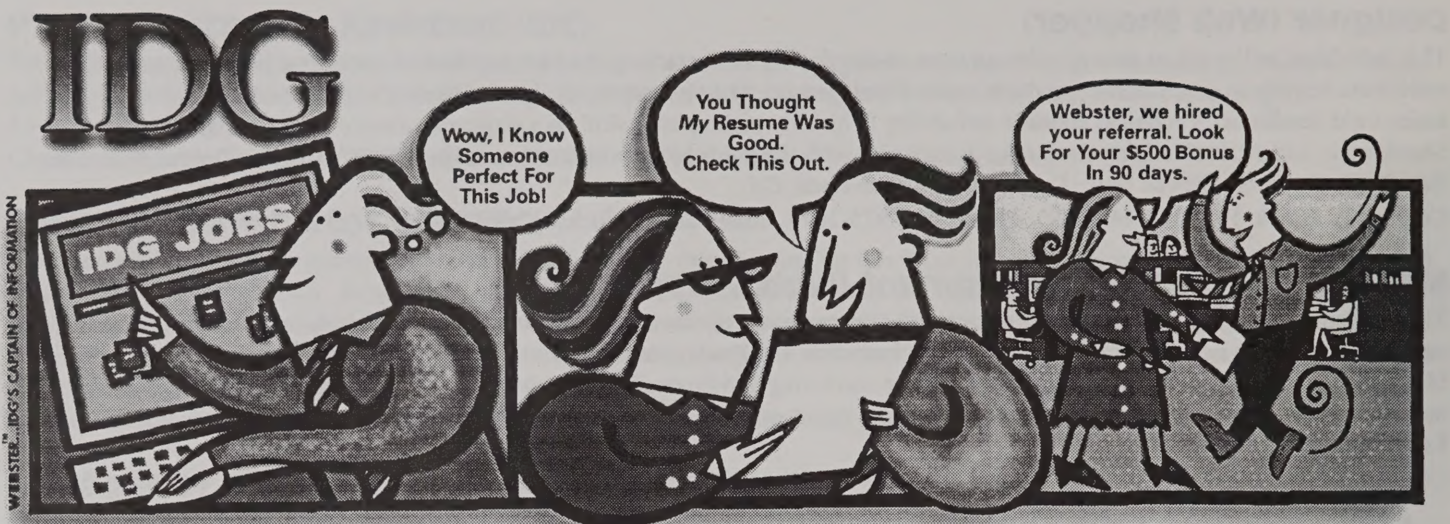
Places to find a complete listing of job opportunities across IDG:

- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - East Coast: 508-935-4406 West Coast: 415-978-3100**
- **The World Update on the last Monday of every month.**


IDG
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.
WEBSTER™...IDG'S CAPTAIN OF INFORMATION

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize — $1,500 **Runner Up** — $1,000

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________________

Applicant's Name: ______________________________

Position referred to: ______________________________

Company Name: ______________________________

Referred by: (Employee Name) ______________________________

Company Name: ______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ______________________________

Company Name: ______________________________

Referred Employee: ______________________________

Company Name: ______________________________

Date of Hire: ______________________________

Ninety Day Date: ______________________________

Charged to BU/Department# ____-___-_____-50300-____

H.R. Signature: ______________________________

Bonus check to be given to: ______________________________

Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com — IDG Careers

IDG CORPORATE BOVIARD STAR AWARD PROGRAM

IDG is pleased to continue the **Corporate Boviard STAR Award Program**! This award is designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results.

Awards are presented twice a year at the IDG Holiday Luncheon in January and at the IDG Corporate Picnic in July. Up to three awards are given each time.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR award selection committee.

The STAR award selection committee members are Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, Tax and Lease; and Tom Mathew, vice president, Human Resources.

- IDG Corporate Accounting
- IDG Corporate Support Center: (Chairman's Office, President's Office)
- IDG Marketing Services
- IDG Corporate Credit
- IDG Corporate Finance
- IDG Corporate Tax & Legal
- IDG Human Resources
- IDG Information Services
- IDG List Services
- IDG Research Services
- IDG International Publishing Services: (G&A, Licensing, IDG News Service, *IDG World Update)*

Please use the nomination form on the reverse side to nominate an IDG corporate employee who has provided exemplary service, teamwork and results for your operating unit. Corporate IDG employees may nominate other corporate IDG employees for this award. Please take a few minutes to nominate someone who is deserving of this special award!

Each **STAR** Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by June 27, 1997.
Please use the form on the reverse side.

BOVIARD STAR AWARD PROGRAM

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be announced at the annual IDG Summer Outing in July and published in the *IDG World Update*.

EMPLOYEE NAME: ______________________________

TITLE: ______________________________

DEPARTMENT: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK**?

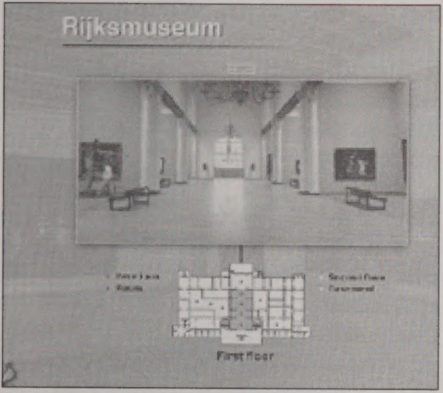
3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

NOMINATED BY: ____________________ DATE: __________
TITLE: ____________________

All nominations must be submitted by June 27, 1997. Send nominations to Kristen McPhillips, IDG Human Resources, 5 Speen Street, Framingham, Mass. 01701, via mail, interoffice mail or fax: 508-935-4600.

NETHERLANDS

continued from page 1



MANY ROOMS INSIDE THE RIJKSMUSEUM *will be shown on the CD-ROM as linked Quicktime-VR movies offering the user an interactive, virtual walk-through.*

dia department," said **Paul Molenaar**, managing director for IDG Netherlands.

"They have proven capable of reaching beyond the scope of traditional IT-oriented CD-ROMs and branching out into very profitable general audience productions. It would be a shame to let these talents go to waste on a limited range of products. This will be an interesting period to see if this unit can expand in this area, in much the same way as did IDG Books when it branched out into more general interest areas," Molenaar said. "However," he added, "we do not plan to produce a CD-ROM endorsable by Dr. Ruth... yet."

A digital art company owned by the well-known chairman of a Seattle-based software company had been vying for the rights to the collection. "Bill didn't get it; we did," boasted Project Manager **Vincent Half**, who will be responsible for the project within IDG Netherlands.

Long-term relationship possible

According to Half, this deal may well mark the beginning of a long-term relationship with one of the most famous museums in the world. A small, innovative Dutch company — Visual Art Box — will handle all photography and digitizing. IDG will produce and distribute the CD-ROM. The initial agreement covers the production for two CD-ROM titles this year with an option for another eight CD-ROMs to be published over three years. The first title will be published this October.

REPRESENTATIVES FROM IDG NETHERLANDS AND THE RIJKSMUSEUM AMSTERDAM *sign an exclusive agreement for the production of CD-ROMs. From left:* ***Paul Molenaar****, managing director, IDG Netherlands; Cees de Jonge, Visual Art Box; Irma Lichtenwagner, Rijksmuseum;* ***Vincent Half****, project manager, IDG Netherlands; and Annemarie Vels Heijn, Rijksmuseum.*

The company will produce an initial run of 10,000 CD-ROMs in both Dutch and English. They will be sold at the museum's gift shop and through IDG Netherlands distributors as well as via the company's publications.

For more information contact Vincent Half via e-mail: vinz@idg.nl.

CALENDAR

June 23-25
CW Intra@net '97 Conference
San Francisco
Contact: Jackie Murphy, CW
jackie_murphy@cw.com

June 25-27
Extranets
San Francisco
Contact: Will Green, ICE
will_green@iceexpo.com

June 27-29
European Managers Meeting
Amsterdam
Contact: Marion Kibbee, IDG
marion_kibbee@idg.com

July 20-22
Spotlight
Laguna Niguel, Calif.
Contact: 1-800-633-4312
www.spotlight.com

July 23-24
IDG U.S. Editors Meeting
Bellevue, WA
Contact: Joanne Pirnik, IW
jo_pirnik@infoworld.com

July 29-31
NW Managing Enterprise Networks
Boston
Contact: Joanne Wittren, NW
jwittren@nww.com

August 3-4
Third Annual Spanish Bay Golf Event
Pebble Beach, Calif.
Contact: Tiffancy Wallace
tiffany_wallace@idg.com

August 6-8
Macworld Expo Boston
Boston
Contact: Anna Noetzel, MW
anna_noetzel@macworld.com

NOTEWORTHY

PROMOTIONS

HUTCHISON

IDG WORLD UPDATE

Stephanie Hutchison has been named research analyst in the PC Pricing Program at IDC. "Stephanie plays a very important role in the PC Pricing Program delivering almost daily PC price change e-flashes to clients, maintaining our mammoth specifications database and still finding the time to write research," said Program Director **Brian Clarke**. "During her short tenure at IDC, her extremely hard work and dedication have factored heavily into the program's strong growth over the past year."

NEW EMPLOYEES

Network World has hired two new employees recently. **Rocco Bortone** has started as a network administrator. Rocco previously worked as an application engineer at Stream International doing research and implementation of network and PC-based applications. He attended Computer Learning Center for PC repair/electronics.

SCHURR

IDG WORLD UPDATE

Amy Schurr has joined *Network World* as the managing editor, features. Amy previously worked as the department editor of the Netweek section for Ziff-Davis' *PC Week*. She has a B.A. in journalism from Northeastern University.

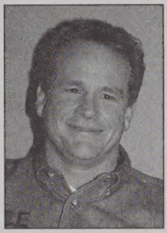
DAROSETT

Kim Darosett has joined IDG Books Worldwide in Indianapolis as a copy editor. Kim previously worked as a private banking officer with Fifth Third Bank providing personal banking services to high net worth individuals. She attended DePaun University where she studied economics.

DELUCCA

IDG WORLD UPDATE

Internet Commerce Expo has hired two new employees. **Darrell DeLucca** is a national account manager. He was previously the regional sales manager at Softbank/Comdex. Darrell attended the University of Maine at Orono. Outside the office, his hobbies include exercising and motorcycling.



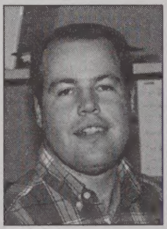
McCOY

IDG WORLD UPDATE

Ken McCoy has also started at ICE as a national account manager. Ken lives in North Attleboro, Mass., where most of his time is taken up by his 5-year-old daughter. He enjoys outdoor activities such as skiing and bike riding.

Anne Swartz has joined *CIO* as a sales associate working out of North Field, Ill. Anne was previously a property manager at Matteo Builders in South Bend, Ind. She attended Indiana University and enjoys travel, reading and volunteer work.

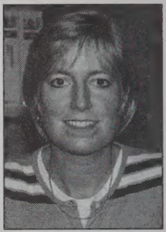
Julianne Fitzpatrick has joined *InfoWorld* as a sales associate. She was previously a sales associate at McGraw-Hill's *LAN Times*. Julianne has a B.A. in communications/English literature from Saint Mary's College. Outside the office, she enjoys hiking, tennis, reading and movies. She also tries to catch as many swing bands as she can in San Francisco.



DRAKE

IDG WORLD UPDATE

IDC has recently hired three new employees. **Stephen Drake** has started as a research analyst in the Computer Networking Architectures program. He was previously a research associate at Giga Information Group. Stephen has an M.A. in political communications and public relations from Emerson College and a B.A. in communications with a minor in business administration/English from the University of New Hampshire. He enjoys basketball, soccer, politics, reading and traveling and is busy preparing for his upcoming (October) marriage.



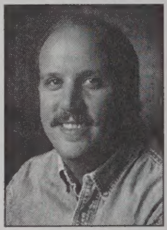
DAHLQUIST

IDG WORLD UPDATE

Katrina Dahlquist has joined the Personal Systems Program as a research analyst. Katrina previously worked as a product marketing manager at PCs Complete where she managed specific hardware product lines such as monitors, graphics cards and multimedia products. She is a graduate of Rensselaer Polytechnic Institute where she earned a B.S. in psychology. Outside the office, her hobbies include skiing, mountain biking and travel.

Sydney Balise has started with IDC as an office services manager. She previously worked at the May Institute in Revere, Mass., as the business/operations manager. Sydney has a B.S. in elementary education. In her free time, she volunteers at the Children's Museum in Boston and Dana Farber. Her interests include biking, reading and jazz.

TRANSFER



PETRELEY

Nicholas Petreley has joined Web Publishing, Inc. as the editor-in-chief of *NC World* (http://www.ncworldmag.com) the online technical magazine for network computing. Nick was previously the editor-at-large at *InfoWorld* and joined IDG full-time in 1990. Nick will continue writing his "Down to the Wire" column for *InfoWorld*, as well as running a forum online on InfoWorld Electric. Before joining *InfoWorld*, Nick was a programmer, consultant and trainer; he was hired as the outside reviewer by WPI President **Michael McCarthy**, who was then head of *InfoWorld*'s reviews department.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-ONE YEARS
Therese Bergstrom - IDC

EIGHTEEN YEARS
Debbie Sobin - IDG

SEVENTEEN YEARS
Robin Silverman - IDG

SIXTEEN YEARS
Patricia Keefe - Computerworld

THIRTEEN YEARS
Carol Miller - IDC

TWELVE YEARS
Craig Stedman - Computerworld

TEN YEARS
Irmtrud Schäfer - IDG Germany
Vicki Brown - IDC

NINE YEARS
Susan Kusnic - Computerworld
Nancy Kowal - Computerworld
Cathy Thacker - IDG
Lois Leuthner - IDG

SEVEN YEARS
Johanna Ambrosio - Computerworld
Fabiola Cruz - IDC Mexico
Rosa Rodriguez - IDG Spain
Pat Crotty - InfoWorld

SIX YEARS
Galen Gruman - Macworld
Bridget Cammarata - CIO
Bernard Thoebald - IMS
Thomas Gewecke - PC World
Dan Miller - PC World

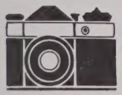
FIVE YEARS
Rob Garretson - IDG News Service
Agnieszka Cybulska - IDG Poland
Carolyn Perot - PC World

FOUR YEARS
Birgit Mayer - IDG Germany

THREE YEARS
Steve Plevin - Macworld
Valeri Gavrilov - IDG Bulgaria
Erin McCarthy - IDG
Gerald Davidson - IMS
João Walter Oliveira - IDG Brazil
José Ralphe Junior - IDG Brazil
Stephen Compton - PC World
Mike Salayko - PC World
Shulamit Gershenson - IDC
Edward Poe - IDC Govt.
Ilan Greenberg - InfoWorld
Jiri Zichacek - IDG Czechoslovakia

TWO YEARS
Vessela Nikolova - IDG Bulgaria
Yanka Petrovska - IDG Bulgaria
Emmie Clark - Computerworld
Christian Hernandez - IDG Latin Amer.
Janet Huebner - IDG Books
Keiko Adachi - IDG Japan
David Harmer - IMS EMEA
Kim Saccio - PC World
Siew-Joo Tan - IDC
Alexander Bernardo - IDC
Kelly Henry - IDC
Frank Espersen - IDG Denmark
Lo Kai Fai - IDG Hong Kong

ONE YEAR
Scott Simpson - Computerworld
Casie Craycraft - Computerworld
Meridith Levinson - IDG
Kent Wu - Web Publishing, Inc.
Ginger McCann - IDG Books
Rafael Imedio - IDG Spain
Glenn MacDonald - PC World
Alexis Meagher - PC World
Andrew Newman - IDC
Vahe Habeshian - IDC
Simon King - IDG U.K.
Andrew Orloswki - IDG U.K.
Susan Pederson - IDG U.K.
Manuela Mancosu - IDG Italy



IDG's 14th Annual Employee Photo Calendar Contest

Once again, it's time to get out those cameras, dust off those photo albums and enter IDG's 14th annual International Photo Calendar Contest. All IDG employees are encouraged to submit photos and take a chance on having their masterpieces selected for inclusion in the 1998 Employee Photo Calendar.

Here's all you have to do:
1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with your name, business unit and address, telephone and fax numbers and a photo title.
2. Submit photos as developed without retouching.
3. Entries must be received by **Monday, Sept. 15**. Please send your photos to: IDG World Update, 31 Milk Street, Suite 210, Boston, MA 02109, U.S.A. All photos will be returned. Any questions, please contact Penny Winn (penny_winn@idg.com) or Lori Montemurro (lori_montemurro@idg.com) or call: 617-423-9030.

CELEBRATING 10+

Dan Sommer

HOME: Oakland, Calif.

JOINED INFOWORLD: July 28, 1985 as a copy editor.

CURRENT TITLE: Reviews editor, *InfoWorld*. I manage the three reviews sections: the main product reviews section, plus two demographic reviews sections. Each section is run by a senior editor, and I also manage five analysts who write product reviews. I'm responsible for choosing the right products for our readers and for keeping our coverage timely and accurate.

LATEST ACCOMPLISHMENT: Building the current reviews team — an outstanding group of experienced, talented editors and analysts.

CAREER HIGHLIGHT: Being a part of *InfoWorld*'s growth from a money-loser in 1985 to one of IDG's top publications.

MOST MEMORABLE MOMENT AT WORK? Discovering that I fit under my desk during the Loma Prieta (San Francisco) earthquake in 1989. I didn't think I could do it!

EVER THINK YOU'D BE HERE FOR 10 YEARS? Never! My first boss asked that I commit to spending one year on the copydesk. I secretly doubted that I could, but I said yes. Now it's been almost 12 years and I've never regretted a day.

BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK? The 10-year anniversary dinner. Pat McGovern spent the evening telling me that my contribution to the company was valuable and essential. It was a marvelous ego boost and unlike any other I've had. I can't imagine that another chief executive cares so much about his employees and expresses it so well.

FAMILY: Wife, Erika; and children Katie, 5, and Alex ,2.

DAN SOMMER (LEFT) CELEBRATES MORE THAN A DECADE OF *service to InfoWorld at San Francisco's Ritz-Carlton as the guest of IDG Chairman* **Pat McGovern**.

MOST REWARDING THING YOU'VE EVER DONE? My college chamber chorus toured England in 1979 for three weeks. We were treated outstandingly well by our hosts, we had a great time performing, and we had a blast traveling through England.

FANTASY JOB: Once upon a time it was to be an editor at *Soccer America*, the country's premier weekly newspaper (for soccer junkies).

MANAGER'S PROFILE: "Dan has not only built and led a wonderful team of reviews analysts and editors, but he's also a great editor himself and a stabilizing presence in *InfoWorld*'s Reviews and Testing department. Plus, whenever I need to know how we used to do something (and why), Dan can outline 10 years of change with clarity and humor. Here's to 10 more, Dan!"

- ***Charlotte Ziems**, test center director, InfoWorld*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 25

June 23, 1997

IDG'S WORLDWIDE BUSINESS UNITS WEIGH IN WITH 2ND QUARTER RESULTS
PAGE 2

ONLINE: IDG BOOKS' CEO JOHN KILCULLEN STEPS UP TO THE PLATE
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PC WORLD ONLINE MAKES ANNOUNCEMENT AT PC EXPO
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Internet Announcements Provide Framework for IDG's Online Strategy

IDG.net, Global Web Advertising Network and WebShopper form centerpiece of IDG's customer-focused Web launches

Last week's PC Expo in New York served as a backdrop for the launch of several key IDG online initiatives that collectively confirm IDG's position as the world's leading provider of information about information technology.

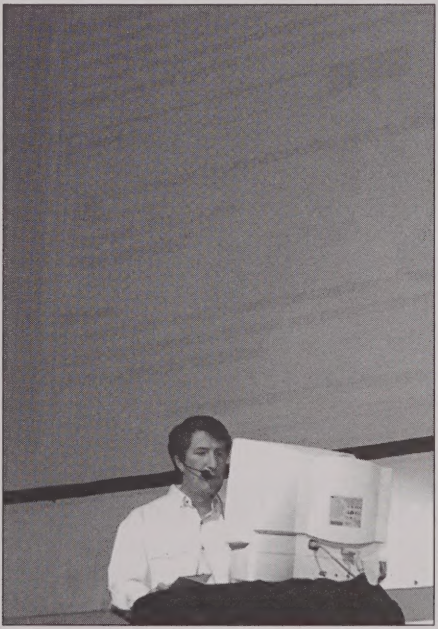
Amid much fanfare, IDG President **Kelly Conlin** officially launched IDG.net, the Global Web Advertising Network and Web Shopper. All three services are designed to raise customer satisfaction on the Internet and deliver timely, personalized news and information to users.

Eschewing the "supersite" model favored by some competitors in which publishers combine multiple content sources in a single mammoth site, IDG has adopted a unique, customer-focused Web strategy designed to streamline and simplify information access. IDG.net is a customizable "gateway" site that allows quick and easy access to content on any of IDG's 140 Web sites in 45 countries. Employing advanced technologies, including multiple language interfaces, IDG.net intelligently filters information according to individual preferences.

"By combining leading-edge personalization and navigational tools with IDG's comprehensive global content, IDG.net will offer the most useful, targeted and up-to-the-minute information on information technology anywhere in the world," noted **Laurie Morgan**, IDG

• CONTINUED PAGE 4 •

Check out more PC Expo happenings on page 7.



KATHY DAY

IDG PRESIDENT KELLY CONLIN *demonstrates the personalization features of IDG.net during its unveiling at last week's PC Expo in New York.*

IDG Publications Among Top Honorees at CPA Awards

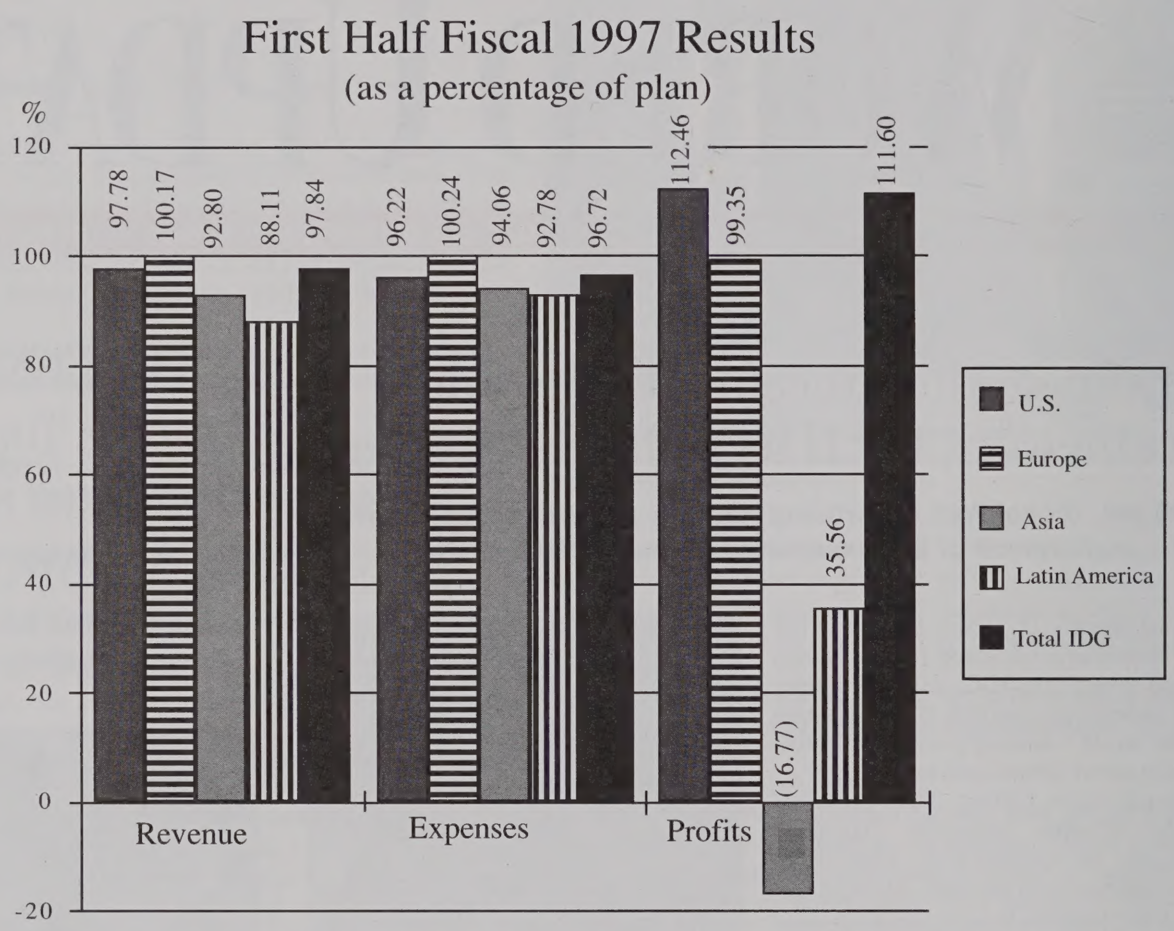
Macworld, IDG Books take home first-place honors

MACWORLD'S TOVA FLIEGEL, SENIOR *associate editor/news (right) and* ***Allyson Bates****, assistant editor, show off the publication's first-place award at last week's CPA awards.*

IDG publications won a total of eight Computer Press Association (CPA) awards, including two first-place awards and six runner-up awards, making IDG one of the most

• CONTINUED PAGE 5 •

IDG's Overall First Half Profits Exceed Plan



On April 30, more than halfway through the fiscal year, IDG profits were 11 percent ahead of budget. Leading the list of business units posting profits far ahead of expectations were CIO in the U.S. and Computerwoche in Germany.

IDG Units Report Second Quarter Results At/Above Plan

U.S. Business Units

CIO Publishing
Federal Computer Week
GamePro Media Group
IDG International Publishing Services
InfoWorld Publishing
Macworld Communications
PC Games
PC World Communications
The Web
Web Shopper
IDC Government
E3 Expositions
Macworld San Francisco

International Business Units

IDG Denmark
IDG Netherlands
IDG Norway
IDG UK - Consumer division
IDG UK - Macworld division
PC Advisor (UK)
IDG Germany - magazines
IDG France - consumer division
IDG Hungary
IDG Italy - consumer division
IDG Italy - business division
IDG Bulgaria
IDG Poland
IDG Hong Kong
IDG Singapore
IDG Venezuela
Computerworld Japan
IDC Italy
IDC Japan

ON LINE

JOHN KILCULLEN

IDG Books Worldwide's CEO is this week's columnist.

Q You recently launched a classical music series on enhanced CD-ROM. How is it doing?

A Music aficionado Marc Mikulich, VP, subsidiary rights and licensing, had the guts to champion this enhanced compact disk (ECD) project with Angel Records/EMI in New York City and our own ... *For Dummies* editorial team. This deal is historic because it is our first licensing venture exclusively for the ... *For Dummies* brand. In the past, Marc and his aggressive team have sold the rights to re-purposed book content only to page-a-day calendar and spoken word audio publishers.

In the Angel ... *For Dummies* ECD series, there are 36 enhanced compact discs available in music, mass merchant and bookstores. To date, Angel has shipped over 400,000 units! Among the many triumphs with this series, *Beethoven for Dummies* reached No. 2 in the mid-line, classical music best-seller charts.

Titles in the series range from composer-specific (Bach, Puccini) to instrument-specific (violin, piano) to genre-specific (Baroque). Each ECD plays on a PC and Macintosh computer delivering a terrific multimedia experience. In addition, classical music "dummies" can enjoy the ECDs by playing them as regular audio CDs in their compact disk players at home, at work or on the road. All this for $12 per CD!

The Wall Street Journal and National Public Radio raved about the Classical Music for Dummies ECD series. Finally, we have just signed a brand licensing deal with EMI Classics to launch these ECDs around the world this fall. Marc and I will be in Europe in September and October to coordinate our own worldwide launch of *Classical Music for Dummies* and *Opera for Dummies* book/CD sets to be released in September with the launch of EMI Classics' international products. Ever the salesman, I must tell you that these ECDs make great gifts. On a personal note, my five-year-old son, Sean, enjoys playing with a variety of these ECDs on his Mac and listens to them prior to bedtime. Translation: Tell your family and friends about these products. They are hot stuff!

IDG Books began with IT-related titles but then branched out into non-IT subjects such as wine, golf and gardening. What percentage of your revenues now come from each?

One hundred percent of our revenues come from information technology titles. To put our strategy in simple terms, we recognized early that the Internet was going to impact the information needs of millions of computer users and book buyers. We were, again, unique in identifying TNBT (the next big thing): we launched *Personal Finance For Dummies* (perennial *Business Week* best-seller with 800,000 copies in print across two editions) several years ago to help consumers better manage their finances. The book included specific information on using computer software packages and electronic tax packages and pertinent information about financial and technical services that were on the 'Net.

Our mission hasn't strayed from the charter I outlined in the Sept. 10, 1990, edition of *IDG World Update* where I stated that we would produce "authoritative, brand-name computer books that we believe offer superior value to computer book buyers." The good news is that we were correct in following our instinct that covering the services, sites and related products on and about the Internet in all of our books would be the common thread which would satisfy the information and information technology needs of diverse groups of consumers around the world. Then, as now, we always looked at the world through our customers' (readers, resellers, partners, licensees) periscopes and factored in existing and future market dynamics that might offer a differential advantage — a competitive edge. That was strategic. The rest was excellent timing with a little luck thrown in.

Check out our Web site at http://www.dummies.com. You will find a host of award-winning, category killers on topics like golf, wine, beer, cooking, nutrition, fitness, fishing, sailing, sex, selling, time management, negotiation and so on. President and Publisher Steve Berkowitz, and Kathy Welton, who heads up the hard-working group that acquires these best-sellers, are rock and rollers, risk-takers, trend-spotters and are helping to take IDG Books to $200-plus million and the next level of greatness.

We believe that for every informational need that produces a feeling of anxiety and intimidation, every complex topic for which there is a high need to know combined with a long road to understanding, where industries and interest areas are dominated by techno-babble and financial babble, the ... *For Dummies* brand will offer the fun, easy and satisfying way to achieve a feeling of accomplishment with that topic. And, we provide an IT thread throughout each of those books, thus staying true to our mission.

Currently, 85% of our titles cover computer topics exclusively. Next year, close to 30% will cover some aspect of the IT industry in areas of interest in the business, study aids, music, entertainment, lifestyle and general reference fields. *Gourmet Cooking For Dummies*? We will ship world-reknowned Charlie Trotter's book this fall. *Basketball For Dummies*? ESPN commentator Digger Phelps will help fans of all ages understand the global game of basketball. *Opera For Dummies*? This title and *Classical Music for Dummies* are coming to stores near you with CDs inside to add value to your reading and listening experience. Let us know what other titles will increase your ESOP value. Who said books would be eliminated by the Internet? We play in a big world, and while we are slaving away, we're having a lot of fun helping our customers improve the quality of their life and be more productive.

ONLINE STRATEGY

continued from page 1

senior VP/Internet development.

"There is no one-size-fits-all model for successful Web publishing," Conlin said. "Our commitment to providing locally produced editorial content everywhere in the world is just as relevant on the Web. As a result, we have three times as many Web sites in four times as many countries as the nearest competitor."

IDG.net is planned for launch as a free service in early July. Users may participate in beta testing by pointing their browsers to http://www.idg.net. Initially launched in English with search available across the globe, IDG.net will be released in Spanish, French, German, Italian and Portuguese by early September. Japanese and Scandinavian languages will follow before the end of 1997.

Conlin noted that IDG's Internet strategy falls into three phases. "Phase one has been creating 140 rich, content-driven sites for each distinct audience around the world; the second phase, which we are now entering, is to create the most useful network of computer-related content worldwide, which we call IDG.net, along with a powerful advertising network, the Global Web Advertising Network. The third phase will be to increase interactivity and foster a rich dialog with the community of our online readers."

Central purchasing for worldwide ads

The Global Web Advertising Network provides a central means to purchasing advertising across IDG's 140 Web sites worldwide. The service was designed for IDG's global customers, who already purchase multiple IDG products in print and online. Besides central advertising placement and group purchases, the Global Web Advertising Network offers this elite group of customers impression counts and provides a clear picture of traffic by site — as opposed to the "lump sum" impression counts offered by Web supersites, according to Conlin.

As a cross-business unit sales effort, the Global Web Advertising Network is being developed within IDG Marketing Services. Morgan has served as product champion for this program since its inception; **Jill Hourston**, operations manager, is responsible for development and execution of online proposals for the IMS sales force.

Via a common standard for ad serving, provided by Focalink Communications, the Global Web Advertising Network will facilitate group buys of advertising across multiple IDG sites, plus differentiate IDG in many markets where ad serving and reporting services are not common. The opportunity to participate in group buys across IDG's global Web network will enable IDG's sites to compete more effectively with large, standalone corporate sites such as C/Net, ZD Net and CMP Techweb, according to Morgan.

GINA NEY, INFOWORLD ELECTRIC; GREG MASON, THE WEB *Magazine;* ***Michael McCarthy****, Web Publishing Inc.; and IDG Chairman* ***Pat McGovern*** *were among the 150 IDG employees and their guests in attendance at a PC Expo party celebrating the launch of IDG's Internet products and services.*

PETER HORAN (LEFT) AND JEFF MEERS, *both of IDG Marketing Services, take part in the celebration at the XS New York, a cyber cafe in New York's Times Square.*

WebShopper will expedite IT purchases

A third launch announced at PC Expo is WebShopper (http://www.web shopper.com), a Web site that will help buyers examine, select and purchase IT products via the Internet. Exploiting the worldwide resources of IDG, WebShopper will offer objective advice and comments about brand-name products. It will serve as a sales agent, delivering orders for goods and services to appropriate resellers based on pricing and product availability from distributors and will also offer competitive pricing and order-taking capabilities. WebShopper will launch in August and will be available free of charge.

"WebShopper is an outstanding resource for anyone who is looking for purchasing power via the Web — from the novice to the business power user," said **David Ezequelle**, president of WebShopper. "Our goal is to shorten the time between investigating products and acquiring them."

"With WebShopper, a *PC World* reader may purchase a major brand product reviewed in a recent issue. When they go to WebShopper they can see if that product made the *PC World* Top 20 list, check other reviews and awards, find out pricing and availability in real time, and order that product — all from the convenience of their office or home," said **Rich Marino**, CEO and president of PC World Communications, which is hosting WebShopper.

WebShopper was designed after extensive end-user testing. Research was conducted with *PC World* and *InfoWorld* subscribers in four major metropolitan areas to learn about purchasing habits. Those polled were asked about their role in choosing computer products and their use of the Web in making purchases. It found that more than 60% plan to make computer purchases online in the next 12 months.

"Our core Internet strategy is to provide fast, easy, trustworthy content that users want," Conlin said. "These three new offerings make using the Internet a pleasurable and profitable experience — which is often something overlooked by supersites that choose to bombard users with useless information."

For more information contact Laurie Morgan via e-mail: laurie_morgan@idg.com.

Job Opportunities
Monday, June 23, 1997

Account Executive (CW)

The successful Account Executive will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers . The individual in this positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should have a minimum of 2 years selling, strong project management skills, as well as strong presentation/computer skills. ***Location: Irvine, CA***

Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

District Sales Manager (CW)

Computerworld has an opportunity for an experienced, creative, and highly motivated sales individual to sell multiple Computerworld products to major accounts and agencies on the West Coast. Candidates should possess a minimum of 5 years relevant sales experience within high tech, have a strong knowledge of our customer's business, and be PC proficient. ***Location: Burlingame, CA***

Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Sales Associate (2) (CW)

The selected candidate will provide multi-functional support to a District Manager responsible for display advertising sales efforts on the West Coast. Selected candidates responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination and event planning. Ideal candidate will be goal oriented, independent, extremely organized and thrives in a very fast paced environment. This individual must possess a bachelors degree, relevant experience and a strong technological aptitude. ***Location: Burlingame, CA***

Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Human Resources Representative (IDC)

International Data Corporation is looking for a Human Resources Representative with 3-5 years of HR experience. Candidate will work as a human resources generalist answering day-to-day questions regarding benefits, compensation and payroll issues. To qualify candidate must be an experienced recruiter who is able to develop staffing strategies and recruiting plans. Position also requires past experience handling employee relations issues. This position will be responsible for various IDC programs and projects such as IDC Ergonomics program, the IDC WEB (Orientation program), Workers Compensation and relocation programs. This position will help to develop and implement training programs and administer compensation programs. IDC would prefer some experience in compensation as well as recruiting databases. Candidate must be a seasoned HR professional who is polished, dependable, organized, has a keen attention to details, as well as the ability to manage multiple projects. Position may require some travel to regional office and will report directly to the Director of HR & Administration. ***Location: Framingham, MA***

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Account Executive (IDG List)

IDG List services is seeking an inside sales professional with a senior level of customer service. The Account Executive will act as the liaison between all clients and list rental customers. Candidates must be detail-oriented with strong writing skills and excellent phone manner. Knowledge of the computer and publishing industry will be helpful. A college education preferred, 1-2 years sales or telemarketing experience required. ***Location: Framingham, MA***

Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Regional Sales Manager (IFW)

Responsible for prospecting, maintaining and increasing sales of ad pages and share-of-market advertising space for InfoWorld in both our print and "electric" editions. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Responsibilities also include training and managing an Account Executive and Sales Associate. Requires minimum five years in computer publication ad sales. ***Location: Des Plaines, IL***

Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Assistant Editor (IPS)

IDG World Update is looking for an assistant editor to work on all aspects of the weekly employee newsletter's creation. Candidate must be a self-starter with strong writing and copy editing skills and enthusiasm for graphic design tasks. Macintosh experience and knowledge of PageMaker and Photoshop strongly preferred; photographic skills and familiarity with drawing/design software a plus. Individual must be able to work well with minimum supervision under tight deadlines and be willing to pitch in wherever needed to handle a variety of tasks related to both the print and online editions of World Update. ***Location: MA or CA***

Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Assistant Editor (MAC)

The candidate for this position will develop editorial copy (i.e. write and edit features, reviews, news, and columns) as needed. This position requires a basic familiarity of personal computer technology, products and their applications; good analytical and journalistic skills; good editing and writing capabilities as well as project management skills. A B.S. or B.A. in Journalism or equivalent business computing experience, along with 1 -2 years on the job experience in computer journalism are required.

Location: San Francisco, CA

Contact: C. Person, Fax: 415-442-0766, Phone: 415-978-3345, Email: carol_person@macworld.com

Marketing Specialist (NW)

Network World, Inc. is looking for a marketing specialist to manage a variety of marketing logistics in support of Network World's marketing services including trade shows and events as well as our Global Product Support Center (GPSC). Responsibilities include managing all aspects of trade show logistics, global product line meeting logistics, contributing to our GPSC quarterly newsletter as well as assist with the development of promotional materials and other added value programs. The ideal candidate should be proactive extremely detailed oriented, well organized, an excellent communicator and possess strong writing skills. Prior exposure to marketing projects and logistics planning experience preferred. Experience with Quark, Filemaker Pro and Microsoft Office desired. Minimal travel required. ***Location: Framingham, MA***

Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

District Sales Manager (NW)

Network World, Inc. is looking for a sales professional to join our advertising sales team. Responsibilities include maintaining existing territory plus prospecting and generating new sales in the New England territory. Qualified candidates should have 2 plus years of media sales experience, be organized with strong presentation skills. Computer/networking exerience and contacts preferred. Travel Required. ***Location: Framingham, MA***

Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Desktop Production Coordinator (PCW)

Will be responsible for producing PC World Catalog pages and preparing edit files for transmission to printer. The ideal candidate will have excellent skills with QuarkXPress, Adobe Illustrator and Photoshop for a Mac and DTP programs for PCs. Familiarity with service bureau workflows and Scitex VIP Rips needed. ***Location: San Francisco, CA***

Contact: N. Maudsley, Fax: 415-974-7402, Phone: 415-978-3310, Email: nadia_maudsley@pcworld.com

Test Manager (PCW)

Manage Performance Analysts in the PC World Test Center and ensure on time delivery of accurate and meaningful test results. Participate in coordination and assignment of testing resources. Plan, develop and execute tests and analyze and prepare results for a variety of PC hardware and software products. Qualified candidates should possess a thorough understanding of microcomputer technology. Knowledge of usability testing procedures is a plus. Excellent communication skills required. Candidate should have a bachelor's degree in computer science or equivalent experience. Supervisory experience preferred. ***Location: San Francisco, CA***

Contact: J. Milenbach, Fax: 415-546-1673, Phone: 415-267-1790, Email: julian_milenbach@pcworld.com

Managing Editor (PCW/Online)

Refine and maintain the editorial production processes, act as the chief editorial liaison between editorial and online production, and coordinate and manage the flow of editorial content from print and online editorial staffs to ensure on-time delivery to online production and that all deadlines are met. The Ideal candidate will have a mix of experience as an online executive producer and managing editor and a minimum of three years copy editing or online production experience with one year in management. Ability to work well under pressure and to adhere to hourly, daily, weekly and monthly deadlines. Must be familiar and enthusiastic about the Internet and working with new media and new technology. ***Location: San Francisco, CA***

Contact: R. Glitman, Fax: 415-442-1891, Phone: 415-267-1769, Email: russell_glitman@pcworld.com

Volume 2, Number 6

June 23, 1997

Incorporating
IDG World Update's

IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

IDG Employees Raise More Than $12,000 in AIDS Walk Boston

IDG WALKS for AIDS
IDG WALKS for AIDS
IDG WALKS for AIDS

IDG PARTICIPANTS IN THE 12TH ANNUAL AIDS WALK BOSTON: BACK ROW (L-R): ***Maureen Roberti**, CW; **Allison Stamm**, Research/List Services; **Michelle Byda-Attahir**, IDC; **Doreen Francy**, IDC; **Steve Philips**, IDC; **Sally Reinfeld**, CSC Framingham; **Noelle Bonin**, IDC; **Randi Siegal**, IDC; **Nancy Goodwin**, CSC Framingham; and **Kathleen Ohlson**, IPS. Kneeling in front: (l-r): **Suzanne LePage**, IPS and **Deb Goldstein**, IDG List Services.*

More than a dozen IDG employees walked in the 12th Annual AIDS Walk Boston on June 1, and IDG employees raised more than $12,000.

IDG's presence was a small but important part of the estimated 20,000 walkers who raised approximately $2.4 million to support the AIDS Action Committee and 31 other AIDS service groups. All the money raised will go to education and services for people with AIDS.

The 10-kilometer walk started in the Boston Common, winding through town to finish at the Hatch Shell on the Esplanade bordering the Charles River in Boston. Walkers were greeted with a free picnic lunch and musical entertainment. Along the route, there were also refreshment stops and entertainment, featuring various singers, bands and dance troupes.

IDG walkers wore AIDS Walk Boston T-shirts with an IDG logo on the back. IDG's participation in the event was organized by co-chairs **Deb Goldstein**, president, IDG List Services and **Suzanne LePage**, licensing administrative and support manager at IPS. The following team captains also helped in the organization: **Patty White**, Computerworld; **Allison Stamm**, IDG Research and List Services; **Sally Reinfeld**, 5 Speen St.; **Michelle Byda-Attahir**, IDG; **Jennifer Bayon**, IMS; **Susan Woodworth**, CIO; **Donald Young**, IDG Corporate Support Center; and **Cathy Sampson**, Network World.

The top fund-raisers within IDG were awarded the following prizes.

Grand Prize: Weekend for two at a bed-and-breakfast of your choice —

• CONTINUED PAGE 3 •

Employee Support Saves Spring MPI

IDG's Spring Management Publishing Institute (MPI) was held last month in Half Moon Bay, Calif.

Now in its fifth year with more than 240 graduates to its credit, the program was originally scheduled to be put on hold this year, in the interest of "zero-based" meeting planning (eliminating routine meetings and holding only those meetings deemed necessary to solve a specific issue among the invited participants).

However, **Tom Mathews**, IDG VP/Corporate Human Resources, received such a flood of support for the three-day training program that IDG's Executive Committee agreed to reinstate the spring session.

MPI OBJECTIVES

MPI is a three-day publishing overview program designed for management staff and senior-level individual contributors who would benefit from a broader understanding of the publishing process.

The objective of MPI is to help participants increase their value and contribution to their business units by broadening each participant's understanding and knowledge of the entire publishing operation. The program examines each of the functional publishing areas in detail and is presented by IDG senior level staff, each of whom is an expert in his or her respective field.

PROGRAM FUNDING

The MPI is a break-even program,

• CONTINUED PAGE 3 •

TRAVEL UPDATE

Executive Suites Offers Alternative for Long-Term Stay

As an alternative to hotel room rentals, Executive Suites offers fully furnished deluxe studios, as well as one- and two-bedroom accommodations at discounted rates. Executive Suites features the following amenities:

Color TV with basic cable; telephone with voicemail; daily maid service (except weekends and holidays); modern kitchens with refrigerator, disposal, microwave, range, coffee maker and toaster; complete set of housewares; complimentary use of fitness centers; 24-hour mobile concierge service; 24-hour courtesy patrol; and coin-operated laundry facilities.

Please call IDG Corporate Travel to request rate and availability. (Please note: Some properties do offer overnight accommodations while some require a 14- or 30-day minimum stay.)

Avis Has Innovative Renter Services for IDG Travelers

Route Navigator: This is a touch-screen interactive computerized mapping system that will provide customized printed directions to and from, as well as in between, appointments. Mapping prints in seconds and will provide restaurant listings and ATMs nearest your selected destination.

Flightcheck: Allows you to receive last-minute flight information in the Avis return lot. Avis will provide you with a print-out showing departure gate and actual flight time, as well as the next three available flights to your destination.

Weatherfax: Available at participating Avis locations, the current day's weather will be provided along with a projected forecast for the next four days for the city in which you are traveling. It also contains regional and national weather and flight delays due to weather.

Avis Travel Partners: Bonus credits can be earned for dollars spent with the following:

United Airlines
American Airlines
Delta Airlines
Continental Airlines
TWA
US Air
Northwest Airlines
Midwest Express
America West
Air Canada
Hawaiian Airlines
Hilton Hotels
Hyatt Hotels
Renaissance Hotels
Holiday Inn
Sheraton Hotels

TWA Guarantees On-Time Arrival

TWA has made the commitment to all TWA frequent flyers that in the event flights do not land within 15 minutes of their scheduled arrival time during the month of June, they will be awarded 1,000 bonus miles.

American Airlines Changes Boarding Initiatives

Effective June 1, American Airlines joined United Airlines in implementing changes to better meet passenger needs including a smoother boarding process, improved on-time performance and increased access to carry-on storage space.

- **Arrive at the gate 20 minutes prior to departure.**

Passengers should arrive at their departure gate at least 20 minutes prior to their scheduled departure. Although processing of AAdvantage upgrades, change of flight and stand-by requests are made 10 minutes prior to departure, all such requests must be received by the agents prior to this time. When traveling domestically, flight reservations are held until 10 minutes prior to departure and 30 minutes prior to departure for all international flights. Passengers not checking in before these times risk losing their reservations. These changes will also smooth the boarding process and reduce the number of delayed departures due to late boardings.

- **AAdvantage and Gold Pre-Boarding**

All AAdvantage Platinum and Gold members who are traveling in economy class must show their membership cards when pre-boarding, which will allow them first access to the cabin and additional time to stow their carry-on items.

- **Fewer Carry-on Bags Mean Faster Boarding and Deplaning**

Carry-on items will now be limited to two carry-on items only, with one item stowed under the seat and one in the overhead bin located above the seat. (Please note: additional restrictions may apply to heavily booked flights.)

Corporate Travel to Test Microsoft/AmEx Product

IDG has been selected by Microsoft/American Express as one of 105 companies that will be beta-testing their new automated booking product. The product, which promises to provide an "end-to-end" travel solution, includes online travel planning, booking, ticketing as well as MIS reporting. Actual beta testing is scheduled to begin in October.

IDG Corporate Travel Manager ***Lyndsey Pomella*** *contributes this column each month. Contact her with any question at: lyndsey_pomella@idg.com.*

Employee Feedback Improves IDG West Training Program

When employees talk, IDG not only listens, but takes action. Thanks to responses to a customer survey, IDG West Training and Development Program implemented new and improved training sessions for its spring and summer classes.

IDG West provides management, functional and professional development training to Bay Area employees as part of a collaboration among InfoWorld, PC World, Macworld, IDG Books, PC Games and GamePro Media Group. Other Bay Area business units are invited to attend for a small fee. Open to West Coast employees, some classes are geared toward managers, while others are offered to all employees. The classes are held sporadically throughout the spring and summer months.

After examining the results of a customer survey sent out last fall by IDG West Training and Development Program Coordinator **Ellen Aronowitz**, a new program was inaugurated this spring.

Survey respondents said they wanted more classes to be taught by experts on a higher level that included more relevant material. In response, IDG West signed up Don Fry, international publications consultant and writing coach to teach "Writing and Editing Skills," in May and Dayle Smith, management professor at the University of San Francisco's McLaren School of Business and author of several books on management, to lead a strategic planning seminar on June 24.

Employees also said they wanted to learn more about the job and career opportunities throughout IDG, a request that will be answered this summer. For the first time, special panel presentations will be held, including one on July 31 in which IDG West art directors will discuss what they do, how they do it and how they got started in their careers. On Sept. 16, a second panel of circulation experts from the various West Coast publications will discuss their work and career paths.

At one of the revised classes in the spring, managers were able to take a leadership course given by Manager of IDG West and InfoWorld Human Resources Manager **Sara Barnes** in which they assessed themselves and their leadership skills. Responses to this workshop were extremely positive, with one senior executive remarking that the course should be given to all new IDG managers.

At another spring course, **Ginny Tolan**, vice president of human resources at IDG Books, **Shelly Ginenthal**, director of human resources at Macworld, and **Donna Vieraitis**, vice president of human resources at InfoWorld, gave a presentation on management issues including compensation planning, performance management, and interviewing and hiring "best practices."

Approximately every six months, IDG West introduces a new round of training courses.

Both Aronowitz and Barnes are very pleased with the responses they have received from employees and plan to continue to solicit feedback from their IDG customers to improve the courses each session. In creating the IDG West training courses, Aronowitz and Barnes work closely with Ginenthal; **Christina Spence**, chief operating officer of Publish; Tolan; Vieraitis; **Richard Willoughby**, vice president of human resources at PC World; and **Chris Yam**, vice president of human resources for PC Games and GamePro.

INFOWORLD TEST DIRECTOR *Charlotte Ziems (facing front)* listens as Human Resources Manager **Sara Barnes** (back to camera) gives leadership tips at the IDG West leadership seminar held this spring.

For more information contact Barnes at sara_barnes@infoworld.com; Aronowitz at ellen_aronowitz@infoworld.com.

MPI

continued from page 1

which means it is funded in a grassroots manner by the business units that sponsor an employee's participation.

The fee charged to the sponsoring business unit for each MPI participant is used to cover the cost of the course materials, meeting space, meals and other related costs.

MPI NOMINATIONS

To be considered as a participant, employees must be nominated by their business unit president. The next session, pending demand, will likely be held this fall on the East Coast.

*If you have any questions about the program, you may contact **Mary Rebecchi** by phone at (508) 935-4504, fax (508) 935-4600, or by e-mail: mary_rebecchi@idg.com.*

AIDS WALK

continued from page 1

Donald Young (IDG)

First Prize: $300 gift certificate to the store of your choice — **Sally Reinfeld** (IDG)

Second Prize: $200 gift certificate to the store of your choice — **Maureen Roberti** (CW)

Third Prize: $100 gift certificate to the restaurant of your choice — **Joyce Gillis** (CW)

Honorable Mentions: $50 gift certificates to winner's choice of store or restaurant:

Cathy Sampson (NWW)
David Brown (IDC)
Sarah Desmaris (IDG)
Pauline Chouinard (NWW)
Allison Stamm (IDG Research)
Susan Woodworth (CIO)
Michelle Byda-Attahir (IDC)
Tim O'Connor (IDG)

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

FOR SALE

• **1987 Chevy 2x4 Pickup.** 98K miles, blue/silver exterior, dark blue interior. Two-door, automatic transmission. Truck is in very good condition, always garaged, used very little in the past four years. New exhaust, catalytic converter, new Goodyear Wrangler tires, new Monroe Sensa-trac truck shocks, recent spark plugs and wires. Oil changed every three months by owner. Has spare tire under the bed with jack. Engine is 4.3 liter V6 with throttle body injection. Basic, full-size Chevy truck. Few frills except power steering and automatic transmission. Bench style vinyl seat with no tears or damage. The cassette mechanism is jammed, but the AM/FM works fine. Maintained for long-term ownership. $3,200 or best offer.

— Nancy Kowal, *Computerworld*, leave message at 508-429-2334

• **Victorian House, Wells, Maine**. Shingle-clad three-bedroom, two-bath Victorian nestled on .25 acres, one mile from Moody/Ogunquit Beach in Wells, Maine. Storybook exterior. Living room with handcut marble fireplace, flanked by built-in bookcases. Kitchen fitted with white custom cabinetry and Vermont soapstone sink. Hardwood floors. Recently featured in *Home* magazine's Best Selling Home Plans. Call Jean for a copy of the article. A detailed list of amenities is available on World Update Online at http://idgcentral.com. $175K.

— Jean Kolak-Mercer, 508-620-7757, jean_kolak-mercer@cw.com

• **Cape House, Wells, Maine.** Year-round cozy and comfortable Cape on large lot only a mile to Moody Beach in Wells, Maine. Eat-in kitchen, fireplaced living room, full bath, four bedrooms (two upstairs with wide pine floors). Will sell partially furnished as ideal vacation home with great rental history. A steal at $110K.

— Jean Kolak-Mercer, 508-620-7757, jean_kolak-mercer@cw.com

FOR RENT

• **Cape Cod cottage, Dennisport, Mass.** Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower, on private cul-de-sac. $550/week.

— Valerie Sanclemente, IDG Paper Supply, Co., leave message at 518-854-3116

• **Hawaiian paradise.** Keiki Leo: An enchanting three-bedroom, two-bathroom home on Kauai's spectacular north shore, 10 minutes from Hanalei Bay. Unique design with large master bedroom and spacious living room upstairs, two bedrooms downstairs. Wrap-around lanai with ocean and mountain views. 100 ft. from the ocean. Special rate for IDG employees and friends. Available beginning mid-October. Visit the house at http://www.kauai-paradise.com.

— George Clark, 415-978-3301, george_clark@macworld.com

• **Hilton Head, Palmetto Dunes, The Village.** Two-bedroom, two-bath condo. Sleeps six. Tennis, golf next to condo. Bike, canoe, roller blade rentals. Three-minute walk to Atlantic Ocean beach. Heated pool next to condo. Outlet stores, movies, nature trails. Near the historic cities of Charleston and Savannah. Available week of 9/20-9/27 or 9/27-10/4. $575 per week.

— Judy Sutter, *PC World*, 770-668-5417

BIRTHS

IDG's **Chris Dirk**, wife Lauren and big sister Catherine welcomed Elizabeth Hope into the world on April 30. Elizabeth weighed 7 lbs. 13 oz. and measured 21 inches long.

MARRIAGES

IDG Corporate Human Resources' **Christine Curnyn** married Edward Moloney on June 21. Chris' and Ed's parents set them up on their first date three and a half years ago.

PEN PALS

Victoria, the daughter of IDG Bulgaria's **Tatiana Hinova** is seeking a pen pal from a French speaking country. Victoria is 14, enjoys tennis, swimming, theater and "space girls." Contact Tatiana at IDG Bulgaria (tel: +359-2-963-2017 or e-mail: idg@mbox.digsys.bg) for mailing address.

The daughters of General Manager of IDG Venezuela **Peter Cernik** are both interested in pen pals. Daniela, 15, enjoys music, parties, pizza and books. Patricia, 13, likes music, pizza, books and art. Both girls have their own e-mail addresses and would enjoy chatting on the Web or mail correspondence. Contact Peter at cernik@cwv.com.ve, tel: +58-2-9527427, fax: +58-2-9533950 for their e-mail or mail addresses.

Alexander, the son of IDG Australia's **Catherine Ross** is seeking a pen pal, preferably from the U.S., but is open to correspondence elsewhere. Age 10, Alexander enjoys athletics (especially shot put and discus), tennis, swimming and karate (yellow belt), and pizza. Contact Catherine at IDG Australia (tel: +61-2-9439-5133) for Alexander's mailing address.

Send in your ads by July 8 to appear in the July 14 issue.
Include item, name, business unit and phone number.
Send to: world_update@idg.com, fax: 617-423-0712.

CPA AWARDS

continued from page 1

honored companies at the Twelfth Annual CPA Award ceremony in New York on June 17.

As the oldest and most coveted honors of their kind, the CPA awards provide a forum for technology journalists to be recognized by their peers. Winners were chosen from more than 1,000 entries in 23 categories, including articles, newsletters, magazines, columnists, television programs and books. The awards recognize journalists who serve their readers with independent, authoritative, accurate, and timely information.

"We are especially proud of these awards because our editors are being recognized by the nation's top journalists for a commitment to editorial excellence," said **Pat McGovern**, IDG chairman. "IDG's strong showing in these awards continues a 30-year tradition of leadership in editorial quality."

Taking home first-place honors were *Macworld* and IDG Books. *Macworld* was honored for its coverage in print and online of the death of the Copland operating system, a story the publication broke weeks before Apple confirmed it.

"*Macworld*'s news team has won and been nominated for awards for news in almost every, if not every, award competition we've entered this year — more than all our competitors put together," noted **Galen Gruman**, executive editor. "In a critical year where Apple's travails have kept the industry on edge and Apple has been tempted to hide the truth rather than deal with it, *Macworld*'s editors — from the news team and from other departments — have broken the key stories of the year: the death of Copland, the attempted pullback on licensing and the delays in the Common Hardware Reference Platform, and we've done it despite competing against publications with huge staffs geared to investigative news. That's a real testament to our team."

Equally enthusiastic about her company's award, **Diane Steele**, vice president and associate publisher of Dummies Tech Press, noted, "We are thrilled to receive a Computer Press Award for the fifth year in a row. Our team consistently works hard to deliver quality in everything we do, and this recognition is a wonderful confirmation of those efforts! Special congratualtion s to the authors of *Computer Security for Dummies*, Peter Davis and Barry Lewis, and to **Pam Mourouzis**, **Mary Bednarek**, **Gareth Hancock** and the rest of the editorial and production teams who worked on the book."

PC WORLD ONLINE'S RUSSELL GLITMAN *shows off the award he and Tracey Swedlow received for their investigative piece, "RAM Scam!"*

MARY BEDNAREK DISPLAYS IDG BOOK'S *runner-up award in the Introductory How-To category for its Java for Dummies.*

THE IDG WINNERS

IDG publications won first-place Computer Press Awards in the following categories:

• Individual News Story or Series:
"The Death of Copland" by **Galen Gruman**, executive editor, **Anita Epler**, senior associate editor/reviews, **Elizabeth Dougherty,** senior associate editor/features; **Stephen Beale**, senior associate editor/news; **Howard Baldwin**, senior editor/features; **and Cameron Crotty**, associate editor/news.
Macworld Magazine

• Individual Nonfiction Book:
Computer Security For Dummies
by Peter T. Davis, Barry D. Lewis and **Pamela Mourouiz**, senior project editor
IDG Books Worldwide

IDG publications won runner-up Computer Press Awards in the following categories:

• Overall New Publication:
JavaWorld (online magazine)
Michael O'Connell, editor-in-chief, and **Jill Steinberg**, associate editor

• Overall Trade Weekly or Tabloid:
Network World
John Gallant, editor-in-chief; **John Dix,** editor; and **Rob Stave**, design director

• Overall Columnist:
Network World
"IntraVert"
by Mark Gibbs, contributing editor; **Beth Schultz**, executive editor, *Intranet*; and **Tom Norton**, associate art director

• Individual Investigative Story or Series:
PC World
"RAM Scam!"
by **Christina Wood**, senior @home editor; **Daniel Tynan**, executive editor; and **Angela Freeman**, assistant editor

•Online Feature:
PC World Online
"Are You For Sale?"
by **Tracey Swedlow**, new media editor; and **Russell Glitman**, editor-in-chief

• Individual Introductory How-To Book:
Java For Dummies
by Aaron E. Walsh, Shannon Ross, project editor, and **Mary Bednarek**, product development director
IDG Books Worldwide

NOTEWORTHY

PROMOTIONS

HENRY

IDG WORLD UPDATE

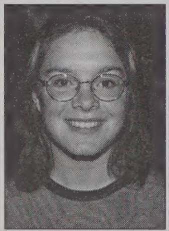
IDC has promoted several employees recently. **Kelly Henry** has been named senior analyst, IDC Semiconductor Research. "Kelly was employee #1 in IDC's semiconductor research program as the first analyst in the group," said Vice President of Storage Research **Crawford Delprete**. "With the help of analysts like Kelly, IDC's Semiconductor Research Program is well on it's way to creating another best-of-breed product for IDC."

Working out of IDC's Mountain View, Calif., office, **Freeman Bradley** has been promoted to sales director. "Freeman has been very successfully managing some key strategic accounts such as Amdahl, NEC, 3Com, Cisco, Seagate, Quantum and Fujitsu. He is a team player and a very critical asset to the IDC team," said Vice President of Eastern Regional Sales **Michael Deutsch**.

FIELD

IDG WORLD UPDATE

CIO has recently promoted two employees. **Tom Field** has been promoted to senior writer. "In his 15 months at *CIO*, Tom has shown a consistent knack for handling a heavy workload well, turning in solid stories on time and going beyond the basics," Editor-In-Chief **Abbie Lundberg** said. "Tom's eagerness to volunteer for teams has been a big plus for the department since he brings enthusiasm and good ideas to whatever he works on."



BRESNAHAN

IDG WORLD UPDATE

Jennifer Bresnahan has been promoted to senior writer. "During her tenure as a staff writer, Jennifer has produced some extremely original, top-quality stories for both *CIO* and *WebMaster*. Over a year ago she created the CIO Executive Resource Center for our Web site, and it is still one of the best distinctions our site has, since she maintains and enhances it religiously," Lundberg said. "Jennifer's energy and enthusiasm have made her a prolific producer, and she's been a team player throughout."

NEW EMPLOYEES

HUDSON

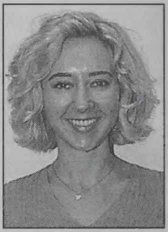
IDG Books Worldwide in Indianapolis has hired two new employees. **Jeff Hudson** has joined as a purchasing agent. He previously worked as an account manager for a commercial printing company. Jeff attended Indiana University where he studied business and marketing. Outside the office, Jeff's interests include the martial arts and church.

STARK

Linda Stark has started as a copy editor for the Dummies Technology Press. She has a B.S. in journalism and radio/television from Ball State University. Outside the office, Linda volunteers for the Indianapolis zoo and is a historical tour guide for the nation's third largest cemetary, Crown Hill Cemetary. She is proud of her accredidation as a business communicator from the International Association of Business Communicators.

Margaret Samojlowicz has joined GamePro Media Group as a customer service representative. A recent graduate of San Francisco State University, Margaret has a B.A. in broadcasting communication arts. She previously worked as a sales associate at Macy's. An adventure lover, Margaret enjoys skydiving and hiking.

John Wilen has joined *InfoWorld* as a senior writer. John previously worked as a staff writer at *The Philadelphia Business Journal* reporting on telecommunications, high technology and the Internet. John has a B.A. from the University of Michigan and also attended Temple University for graduate work. His interests include reading, writing, music and running. John is most proud of his second place Pennsylvania Newspaper Association award for investigative reporting.



MAIER

CLAUDIA FUNG

Susanna Maier has been hired by *PC Games* as a production design intern. She previously worked at *San Francisco Focus* magazine as an art intern. Susanna has a B.A. in journalism/photojournalism from San Francisco State University. Her interests include photography, theater, reading and traveling. She also does volunteer work for the Peninsula Civic Light Opera Company.

Two new employees have recently been hired by IDG Italy. **Sarah Baccenetti** has joined as the assistant to the publisher of the Consumer Magazines group. Sarah has a degree in public relations and has worked with the PR agency Mavellia R.P., as well as with Intel Corporation Italy and Unisource-AT&T. A native Italian speaker, Sarah is fluent in English and can also speak some German. An animal lover, her hobbies include ballroom dance, theater, cinema and traveling.

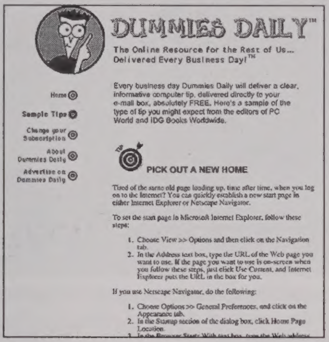
Daniela Pedrini has joined as the marketing and communications manager. A graduate in foreign languages and literature, she started her career in the ICT market in 1988 at NCR as assistant to the product marketing director. When NCR merged with AT&T, she held the position of marketing and communications manager for the personal computer business unit. Most recently, Sarah worked for Cisco Systems as the marketing communications manager of the Italian branch.

WHO'S NEW

All U.S. and international business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

IDG Books, PC World Online Offer *Dummies Daily* Online Newsletter

Online computer users who don't know their URL from their RAM have a new source of information to turn to. *Dummies Daily: The Online Resource for the Rest of Us...Every Business Day*, unveiled at last week's PC Expo in New York, provides a daily how-to and productivity service for readers interested in learning more about almost any computing topic.



The Online Resource for the Rest of Us...
Delivered Every Business Day!™

Every business day Dummies Daily will deliver a clear, informative computer tip, delivered directly to your e-mail box, absolutely FREE. Here's a sample of the type of tip you might expect from the editors of PC World and IDG Books Worldwide.

PICK OUT A NEW HOME

Tired of the same old page loading up, time after time, when you log on to the Internet? You can quickly establish a new start page in either Internet Explorer or Netscape Navigator.

To set the start page in Microsoft Internet Explorer, follow these steps:

1. Choose View >> Options and then click on the Navigation tab.
2. In the Address text box, type the URL of the Web page you want to use. If the page you want to use is on-screen when you follow these steps, just click Use Current, and Internet Explorer puts the URL in the box for you.

If you use Netscape Navigator, do the following:

1. Choose Options >> General Preferences, and click on the Appearance tab.
2. In the Startup section of the dialog box, click Home Page Location.

The series of six online newsletters, available at http://www.dummiesdaily.com, includes:

- *Word '97*
- *Excel '97*
- *Internet*
- *Computing Basics*
- *Quicken*
- *Web After Hours*

Available in both HTML and text e-mail formats, *Dummies Daily* incorporates the ...For Dummies lighthearted, common-sense approach to building readers' computer skills, delivering a daily dose of helpful hints, tip and tricks designed to make computer and Internet users more productive. Content is based on original editorial produced by *PC World* and IDG Books Worldwide staff.

The decision to introduce the new line of newsletters was based on the phenomenal success of *TipWorld*, the tip-of -the-day electronic newsletters already published by *PC World* and the "incredible passion of IDG Books' loyal audiences worldwide," according to **Tom Gewecke**, publisher of PC World Online Services Group.

With more than 25 million reader-requested e-mail deliveries every business month, *TipWorld* is the largest technology newsletter product in the world," Gewecke noted. "With the addition of *Dummies Daily*, *PC World* plans to expand both newsletter product lines rapidly. By December 1997, we expect to have more than 100 daily newsletters in publication, reaching more than four million readers a day." 🖳

TipWorld's Monthly Circulation Tops 24 Million Readers

TipWorld, IDG's collection of 20 online newletters, now boasts a monthly circulation in excess of 24 million readers. The announcement, made at last week's PC Expo in New York, caps a year of tremendous growth for *TipWorld*, which has seen its circulation increase by more than 1,000% since its launch just one year ago.

Published by PC World's Online Services Group, *TipWorld* comprises newsletters spanning a wide range of topics including: Window 95 Tip of the Day, PC World's Daily News Alert, Office 97 Tip of the Day, BugNet's Bug of the Day, New Product Gossip of the Day and *The Web* Magazine's Sports Site of the Day. 🖳

THE WEB REDESIGNED

Also at PC Expo *The Web* magazine announced its new Web site at http://www.webmagazine.com. Check out the full story in next week's IDG World Update.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FOUR YEARS
Kathryn Dinneen - IDG

NINETEEN YEARS
Debbie Sobin - IDG

SEVENTEEN YEARS
Cynthia Delany - Computerworld

THIRTEEN YEARS
Richard Buroni

TEN YEARS
Carol Person - Macworld
Kaye Sharbrough - Computerworld

EIGHT YEARS
Maryfran Johnson - Computerworld
Francisco Sanchez - IDG Spain

SEVEN YEARS
Guy Eaton - IDG U.K.
Clare O'Brien - Network World

SIX YEARS
Sau Ching Lau - IDC/LINK
Patricia Owen - PC World
Terri Mitchell - CIO
Glenna Fasold - Network World

FIVE YEARS
Kristin Williams - IDC
Scott Laughlin - PC World
Anne Merkelson - Publish
Colleen O'Hara - FCW

FOUR YEARS
Mark Levitt - IDC
Nancy Viens - IDC
Darrel Crowley - IDG U.K.
Pamela Prince - Computerworld
Peter Oxner - InfoWorld
Lynn Christofferson - IMS
Ann Jordan - Network World
Kristin Wattu - Network World

THREE YEARS
Aranzazu Garcia - IDG Spain
Anne Saunders - FCW
Jeff Julian - Macworld
Carol Stiglic - Network World
MaryKay McIntire - Network World

TWO YEARS
Erdal Demirbas - IDG Turkey
Simon Jary - IDG U.K.
Solange Calvo - IDG Brazil
Anna Rohrer - IDG Books
Stan Zeilin - IDG Books
Nancy Vickers - Network World

ONE YEAR
Jaqueline Poole - InfoWorld
Daniel Briody - InfoWorld

CELEBRATING 10

Sue Thaxter

HOME: Natick, Mass.

JOINED COMPUTERWORLD: August 1986 as display advertising coordinator.

CURRENT TITLE: Marketing manager, working with the Computerworld sales organization on its presentation sales tools, individual projects for its accounts and anything else that will enhance Computerworld's relationship with an existing or prospective account.

MOST CHALLENGING PART OF YOUR JOB: Keeping track of all the things Computerworld has to offer the marketplace and how best to communicate that information.

LATEST ACCOMPLISHMENT: I finally made it to the halfway point in the M.B.A. program at Babson — only 2 more years!

DID YOU THINK YOU'D BE HERE FOR 10 YEARS? I certainly hoped I would be at IDG longer than my previous jobs. My first job out of college was discontinued after six months due to budgetary constraints and my second job was equally as short lived. I figured I had better get some stability in my work record! When I acclimated to the environment at Computerworld I knew I had landed at a company where I could be happy and productive.

I JOINED IDG BECAUSE: I wanted to learn more about publishing and get involved in advertising and marketing.

INTERESTS OUTSIDE THE OFFICE: Finding old porch rocking chairs and other "treasures" (what some people might consider junk) and refinishing and caning them. Golfing, skiing and getting together with friends.

SUE THAXTER CELEBRATES 10 YEARS OF SERVICE TO *Computerworld at Boston's Ritz-Carlton as the guest of IDG Chairman Pat McGovern.*

DREAM DESTINATION: Australia for at least a month.

FANTASY JOB: Antique buyer and restorer.

FIRST JOB OUT OF COLLEGE: Assistant to the exhibits coordinator at the college textbook division of D.C. Heath.

MANAGER'S PROFILE: "Sue is an incredible asset to the Computerworld team. She works closely with the sales team to ensure that the marketing tools we develop fit its needs, and she is tireless in her efforts to help our customers get the most out of their relationship with Computerworld."

- ***Mary A. Doyle**, director*
Marketing Communications, Computerworld

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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June 30, 1997

IDG FINLAND'S DUUNI.NET HONORED AS BEST TECHNOLOGY WEB SITE
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ON LINE: IDG BOOKS' CEO JOHN KILCULLEN CONTINUES AS THIS WEEK'S COLUMNIST
PAGE 3

WEB MAGAZINE SPRUCES UP ONLINE SITE TO GUIDE USERS TO THE BEST ON THE WEB
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Chairman Pat McGovern Receives James Smithson Medal

Award honors outstanding contributions to Smithsonian Archives, programs on information technology

IDG CHAIRMAN PAT McGOVERN ACCEPTS THE JAMES SMITHSON BICENTENNIAL *Medal outside the Smithsonian castle building on the Mall in Washington, D.C.*

IDG Chairman **Pat McGovern**, in Washington, D.C., to help honor the winners of the ninth annual Computerworld Smithsonian Awards Program, was himself honored in a surprise presentation of The James Smithson Bicentennial Medal earlier this month.

McGovern was cited for his role in establishing and supporting the annual Computerworld Smithsonian Awards Program, the leading international program for recognizing achievements in IT. As stated in the award citation, the Computerworld Smithsonian Awards Program has "enriched Smithsonian collections in the history of information technology and has supported extensive research, exhibition and public programs in the field."

• CONTINUED PAGE 5 •

Web's Emmerce Makes Move to Printed Page

In a reversal of the more common print-publication-spawns-Webzine-scenario, the success of *Computerworld*'s *Emmerce* Webzine has prompted the company to launch a print version of the popular online publication.

Launched on the Web in November 1996 by *Computerworld*'s Magazines Group, *Emmerce* (http://www. computerworld.com/emmerce) started as the world's first and only Webzine to explore the emerging electronic commerce market.

COMPUTERWORLD
emmerce
Meet the NEW Middlemen
They're establishing new rules for electronic commerce

Its success has prompted *Computerworld* to launch a print supplement based on the Web site. *Emmerce* will be a quarterly supplement, 24 pages initially, distributed with *Computerworld*.

Alan Alper, editor of the magazines group, said part of the reason to create *Emmerce* in print was to extend the supplement's audience. For example, segments of the traditional *Computerworld* audience may be interested in reading about electronic commerce is-

• CONTINUED PAGE 5 •

IN BRIEF

Network World Adds Messaging to Seminar Lineup

Network World recently announced the debut of its latest national technical seminar series, "Next Generation Messaging." Presented by Rapport Communication's Daniel Blum, a leading expert in messaging, the 10-U.S. city seminar tour will be held on various dates and locations through July 23.

The one-day seminar covers the gamut, including best practices for evaluating and selecting messaging products, lowering cost of ownership, migrating from legacy mainframe or LAN e-mail systems to client/server messaging systems and sending information securely over the Internet.

"Internet and client/server messaging systems are based on proven, yet dynamically evolving standards," said Senior VP, business development, **Bill Reinstein**. "The Next Generation Messaging seminar will enlighten networking professionals about the benefits and competitive advantages their organizations can expect from upgrading to the latest standards and technologies."

The seminar is sponsored by Control Data, Digex, Digital, Isocor, Topcall, Lotus, Soft-Switch, Novell, Pretty Good Privacy, Software.com, Wiltek and Worldtalk, in association with *Federal Computer Week* and the Electronic Messaging Association.

The messaging seminar will visit: New York; Irvine, Calif., San Francisco; Seattle; Boston; Washington, D.C.; Chicago; Atlanta; Philadelphia; and Dallas.

Next Generation Messaging joins the other Network World technical seminars intended to provide training for all levels of networking professionals. Current seminar series include Ipv6, Enterprise Network Management and Essentials of Networking and Data Communications.

Contact ***Heidi Creighton*** *at: heidi_creighton@nww.com.*

CW New Zealand Writer Takes Country's Top Journalism Prize

Computerworld New Zealand journalist **Ria Keenan** broke new ground last month as the first writer from a specialist publication to win that country's top journalism prize. Keenan took top honors as Overall Winner of the junior section in New Zealand's most prestigious journalism awards, the Qantas Media Awards. In doing so, she beat out the best young journalists from magazines, newspapers and TV, the first time a journalist from a specialist publication has achieved this.

KEENAN

Judge Michael Stent, who is a U.K.-based newspaper consultant and editor of the *Commonwealth Press Union Magazine*, commented, "Ria Keenan…combines clear and interesting writing with technical understanding for her subject and an eye for the newsy angle. …[She] shows great ability to penetrate [these new technologies] and make them accessible to non-specialist readers."

The award was presented at a major event attended by 800 people from all sections of the New Zealand media industry. Keenan also won the prize for Best Coverage of a Breaking Story (Information Technology) in the junior category and was a finalist for Best Columnist (Information Technology).

Several of her colleagues from *Computerworld* also took away top prizes. **Russell Brown** was a joint winner with former *Computerworld* journalist Rob O'Neill in the senior section of Best Coverage of a Breaking Story (Information Technology). Brown took the top prize for IT feature writing and, along with Keenan and *Computerworld* Chief Reporter **Andrea Malcolm** was a finalist in the Best Columnist (Information Technology) award.

SHORT TAKES

Web-based IT applications and software training will be a fast-growing market in 1997 and will begin to take market share from other training delivery methods, according to a recent study conducted by IDC's IT Training and Education Services research program. *Contact:* ***Ellen Julian*** *at ejulian@idcresearch.com.*

IDG will sponsor Channel Focus Europe, the largest U.S.-based conference about the European computer market. The conference will be held July 17-18 at the San Francisco Airport Westin Hotel and is designed for U.S. computer makers and vendors that want to increase their business in Europe. It is organized by Baptie & Co. *Contact:* ***Volker Heistermann*** *at volker_heistermann@idg.com.*

Federal Computer Week **sponsored** the second in its semi-annual series of Government CIO Summits last month in Englewood, Colo. Designed to help foster a community of CIOs and their peers at all levels of government, the summit's mission is to support government executives in managing IT investments for results. Corporate hosts for the three-day event included: 3Com, BMC Software, Compaq, Dell and Cabletron. *Contact:* ***Doug Forshey****, tel: 703-876-5106.*

ON LINE

JOHN KILCULLEN

IDG Book Worldwide's CEO is this week's columnist.

(Part 1 of John Kilcullen's column appeared in the June 23 issue.)

Q Which title is your all-time best-seller, and is *DOS for Dummies* still in print?

A *Windows for Dummies*, by Andy Rathbone, has sold close to six million copies across all editions! Our latest edition, *Windows 95 for Dummies*, is currently the No. 1 best-selling computer book title in the world. You will find this title on the weekly *USA Today* Top 50 best-seller list, which ranks the top-selling books in all categories. Everyone on our staff is proud to place the IDG Books flag on this widely read list.

Our first ... *For Dummies* book, *DOS for Dummies*, is indeed alive and bigger and dumber than ever. Dan Gookin's brilliant and irreverent writing style, combined with **Mac McCarthy**'s (president of Web Publishing, Inc.) editorial craftsmanship, made this book a passionate "read." Our current editorial and productions teams, led by **Brenda McLaughlin**, **Diane Steele** and **Beth Jenkins**, have worked tirelessly with Dan to keep the book fresh, error-free, and updated over the last five years. Under their leadership, we have sold more than 3.4 million copies across all editions. The title has also been licensed in more than 23 languages so the total number, including unit sales of all foreign editions, is actually much higher.

The true heroes behind this historic feat are the IDG Books warriors who never quit. The talented IDG Bookers who believe that a manuscript is not a success, and a best-seller is not a swashbuckling series and a series is not a preferred, global brand without a committed team working together year after year. Finally, this title broke new ground because of the success of our innovative product development, branding and trademark strategies over the years, unconventional packaging, tireless selling, award-winning marketing, exceptional service and globe-trotting evangelism. To my IDG Book colleagues: You made the impossible happen because you believed and never quit. You are my heroes.

In what overseas markets have IDG Books titles found their biggest audience?

Our top five languages for foreign translations of our books are French, Japanese, Brazilian Portuguese, Italian and Spanish. Inception to date, we have 33 languages available for our ... *For Dummies* series, more than 20 for our *SECRETS* series and almost 20 for our full-color ... *Simplified* brand. That is an incredible feat for a start-up, independent book publisher with no international subsidiaries.

Newly promoted **Derek Stordahl**, Senior Manager, Subsidiary Rights, and his enthusiastic team are globe-trotters in the **David Hill** [president of International Publishing Services] tradition. Steve and I are so confident in Marc, Derek and their team that we would like to challenge David Hill and his terrific team to beat us to the Mongolian market. Winner buys dinner!

IDG Books has enjoyed extraordinary growth each year since it was launched. What rate of growth do you project for the company over the next few years?

Last year, our senior executive team, comprising IDG Books President and Publisher **Steve Berkowitz**, Executive Vice-President, Worldwide Publishing Operations **John Ball**, and Senior Vice-President and Group Publisher **Brenda McLaughlin** and myself, received approval on our four-year plan, which we call the IDG Books 2000 Plan. This plan calls for our team to deliver at least 20% growth in revenues and profits in each of the next several years, despite the fact that we are investing heavily in people, systems, new brands and new ventures. I should note that these investments make it difficult to deliver our current budget and focus on the future. That said, we believe these new initiatives are critical to developing a diversified, yet focused, portfolio of brands and capabilities that will enable us to maintain and grow our market share globally for years to come. The bottom line: if our staff trusts that we are steering our ship correctly, despite difficult market conditions, and if they continue to believe in us and as importantly, themselves, we are going to rock everyone's world. We plan on becoming the McDonald's of knowledge, revolutionizing the way people learn. As I stated in a press release prepared by Walter Boyd when he promoted me to CEO on July 18, 1991, "we intend to be a leader, not a follower, in the computer book industry."

Rumors abound of IDG or some IDG unit(s) going public, with IDG Books mentioned most often as a candidate for such an offering. What likelihood do see for this, and what effect would going public have on your operations?

In his June 2 "On line" column, Pat McGovern did a terrific job of outlining the two criteria that must be met before an IDG business unit can be considered a candidate for a public offering. To summarize, "the management of the business unit must recommend [it]" and be willing to absorb the extra time and expense associated with this arduous process (and don't forget you need to make plan, too!). He goes on to state that "the market value of the business unit must be at least two times its last 12 months' revenue" (sounds like a slam dunk to me). We have not formally selected an underwriter, nor have we filed a prospectus, which would precede a public offering. If at some point we could meet or exceed Pat's criteria, we would be prudent to consider it, particularly given the favorable impact on the IDG ESOP. Would it change the way we do business? In a word, dramatically. As I told our staff at recent town meetings, when we know something more specifically, we would let them know. And, *World Update* will get the exclusive (before *The New York Times*).

The Web's New Site Guides Users to Best on the 'Net

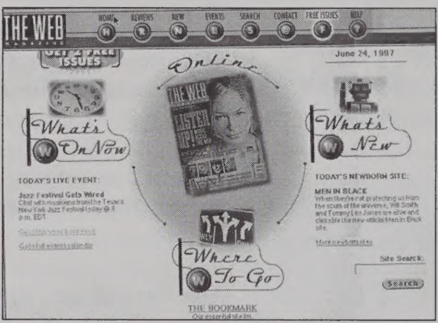
The Web Magazine recently unveiled its newly redesigned companion World Wide Web site (http://www.webmagazine.com) to better guide 'Net surfers to worthwhile information and entertainment on the Web. The new site features three main areas: a comprehensive directory and preview of live events on the Web; exclusive reviews of the newest Web sites; and direct access to the 500 sites reviewed each month in *The Web Magazine*, plus a searchable archive of all past reviews.

To present the guide to live events on the Web, *The Web Magazine* has partnered with LiveWorld Productions, Inc. *The Web*'s companion online site now offers "What's On Now," an extensive, up-to-the-minute directory of chats, cybercasts and other live events on the Internet.

LiveWorld Productions, based in Saratoga, Calif., acts as a virtual Internet content studio and distributes content provided both by LiveWorld and others to Internet users who participate in online community activities, such as chat, real-time events, clubs, surveys, lectures and games.

To help users find the best live content on the Web — be it the coolest places to hang out, listen to a concert or chat with celebrities — *Web Magazine* editors will highlight the best event each weekday, providing original reviews, recommendations and commentary.

"We see the What's On Now feature as the perfect addition to our newly streamlined Web presence," said *Web Magazine* Publisher **Greg Mason**. "This is the best one-stop shop to get an immediate read on live events: Surfers can see what's happening right now or preview upcoming events. Since the live capabilities of the Web are just emerging, this addition is critical to *The Web Magazine*'s mission of being the preeminent guide to what's on and where to go on the Web."



June 24, 1997

TODAY'S LIVE EVENT:

Jazz Festival Gets Wired
Chat with musicians from the Texas & New York Jazz Festival today @ 8 p.m. EDT

TODAY'S NEWBORN SITE:

MEN IN BLACK
When they're not protecting us from the scum of the universe, Will Smith and Tommy Lee Jones are alive and clickable the new official Men in Black site.

Not only does What's On Now show users events that are happening that hour on the Web, it also lists events scheduled for the rest of that day as well as that week. Once you select an event, What's On Now tells you the programs you need to download in order to experience the live event.

The Web Magazine Online's second new area, "What's New," gives users a look at the newest sites to hit the Web. The primary source of new sites stems from *The Web Magazine Online*'s partnership with search engine consulting firm Submit It!

"Written with *The Web Magazine*'s signature blend of sophistication and attitude, our What's New section features new reviews each weekday of the most noteworthy sites just born on the Web," Mason said.

The third main branch of *The Web Magazine Online* is "Where To Go." This feature links 'Net surfers to all of the 500 sites reviewed each month in the *Web Magazine*, including an archive of past issues. Web sites are reviewed in 16 categories including health, travel, computers, sports, music, politics and art.

Finnish Licensee's Duuni.net Web Site Garners Top Honors

IDG's Finnish partner, Oy Talentum Ab, recently had its Web site, Duuni.net (http://www.duuni.net), honored with an award for best technology in Scandinavia, winning over some of the biggest $100,000,000 services in Sweden and Denmark.

The awards were presented in Stockholm, Sweden at the yearly Scandinavian Interactive Media Event, a major exhibition of online and offline services and products, arranged by the biggest interactive house in Sweden, Spray Interactive.

Duuni.net was also nominated for best site in Scandinavia, best content in Scandinavia and best business strategy.

"The award is proof that we decided to follow the right path with the service and made the right critical decisions," said Executive Account Manager **Jussi Lystimaki**.

Duuni.net recently released a version of the site which has an English translation for the navigational buttons as well as for critical announcements.

Lystimaki said the decision was made to do these translations as a way of keeping non-Finnish speakers in the Scandinavian market up to date.

"We have thought this matter over several times before and found [without it] it is too difficult to explain the service to foreign visitors," Lystimaki said.

The audience of Duuni.net consists mainly (73%) of top management and experts. Another 26% include secretaries, sales representatives, etc. and the remainder is students.

In other news, Oy Talentum Ab sold its first extranet-intranet software license to Fujitsu ICL, the second biggest telecom house in Finland.

In developing Duuni.net, Lystimaki said the company created a cutting-edge service comprising news, recruitment, discussion forums, marketplace, direct marketing tools and more. It became clear, Lystimaki said, that this application could be used for many purposes.

The software that Oy Talentum is licensing is a communication tool that enables vendors to centralize all information flow inside/outside the computer under one service. The system can be tailored and personalized by each department. "Since all the information flows are centralized, a vendor can, for example, optimize the newsfeed needed or publish several pieces of information to many interest groups by one click of the mouse," Lystimaki said.

Contact Jussi Lystimaki at jussi.lystimaki@duuni.net for more information.

Job Opportunities
Monday, June 30, 1997

Sales Assistant (CW)

Computerworld's Professional Development group has an immediate opening for a Sales Assistant in our fast-paced, growing environment. We are seeking a highly organized, detail oriented individual with excellent computer skills. The ideal candidate will have 1+ years of administrative experience and the ability to support multiple sales territories. The primary focus of all our sales efforts are performed in Lotus Notes. Strong attention to detail and excellent communication/telephone skills are necessary. Ability to function well in a deadline oriented department is an absolute must. College degree preferred. *Location: Framingham, MA* Contact: P.Sheer, Fax: 508-879-3760, PH: 508-820-8647, Email: piper_sheer@cw.com

Senior Editor (CW)

Computerworld is looking for a senior editor for our busy editorial department. This is primarily a high-level writing and reporting position. The ideal candidate will be experienced in covering technology, preferably with a weekly or daily. Position requires five years of experience in business journalism. *Location: Framingham, MA* Contact: P. Sheer, Fax: 508-879-3760, PH: 508-820-8647, Email: piper_sheer@cw.com

Ancillary Products Account Manager (CW)

Computerworld is looking for a sales professional to work in tandem with regional sales teams to develop and sell "custom" publication programs and sponsorships of CW based events. In addition, this person will drive the sales effort on the "multi-sponsored" papers on the Custom Publications Editorial Calendar. Candidates should posses 3+ years of experience in a publishing sales environment.
Location: Framingham, MA Contact: P.Sheer, Fax:508-879-3760, PH: 508-820-8647, Email: piper_sheer@cw.com

Graphic Design Specialist (IDC)

Creative, multitasking, deadline and detail oriented individual to assist in the creation of corporate marketing materials such as fact sheets, brochures, conference and trade show material, product packaging and ad hoc projects. Software expertise: QuarkXpress, Photoshop, Powerpoint, Illustrator, Deltagraph. Mac and PC 3+ years design experience preferred. *Location: Framingham, MA* Contact: E. Martin, Fax: 508-935-4610, PH: 508-935-4649, Email: idc_jobs@idcresearch.com

Research Analyst, Network Support & Integration Services (IDC)

Strong analysis, writing, and customer service skills along with an orientation to detail, are the attributes that make for a successful research analyst in the Network Support and Integration Services program. This analyst will be responsible for producing written analyses of vendor strategies, customer requirements, service and support positioning of major information technology and networking vendors. Analyst's duties will include responding to client inquiries, maintaining a database of service and support programs, and modeling company revenue. Must have good research and writing skills, including knowledge of Excel. Experience in database development and the high-tech industry is helpful, but not required. *Location: Framingham, MA* Contact: S. Brown, Fax: 508-935-4600, PH: 508-935-4099, Email: susan_brown@idg.com

Senior Research Analyst, Internet (IDC)

Internet, one of IDC's fastest growing research programs, seeks energetic self-starter with the ability to learn and stay current with new technology. Reports to program director, Internet Group. Responsible for writing research, reports, bulletins and flashes on Internet markets and products, including market sizing, forecasting and analysis. Position includes answering client inquiries and making presentations and sales calls. Key skills required include proven writing and analytic ability with prior work experience in research activity. Quantitative skills in analyzing and forecasting market growth very important. Familiarity with Internet technologies highly desirable. Use of Web browsers, Excel, Word and Lotus Notes req'd. *Location: Framingham, MA* Contact: E. Martin, Fax: 508-935-4610, PH: 508-935-4649, Email: idc_jobs@idcresearch.com

Acquisitions Editor (IDG/B)

Acquire new titles, negotiate author contracts, oversee manuscripts for organization and content, ensure contractual obligations to the author and to IDG Books staff, and contribute to the development of the company by keeping current on industry and market trends, publishing developments and the competition. Must have the ability to coordinate several projects simultaneously, to work well under deadline pressure and 2-4 years acquisitions/development experience. College degree in English or related field and computer experience required. *Location: Foster City, CA* Contact: D. Harris, Fax: 415-655-3206, PH: 415-655-3039, Email: dharris@idgbooks.com

Editorial Assistant, Dummies Tech Press (IDG/B)

As a member of the Dummies Press editorial team, will support the management team. Perform administrative and support tasks related to the publishing process as assigned by department managers. Must have excellent organizational and time management skills. Computer literate. College degree required and computer technology interest a plus. *Location: Indianapolis, IN*
Contact: M. Boese, Fax: 317-596-5240, PH: 317-596-5436, Email: mboese@idgbooks.com

Editorial Manager (IDG/B)

Manage the editorial staff and workflow of a team of Editorial Editors, Copy Editors, Editorial Assistants, Technical Editors and Permissions Editors for the Dummies Press and Business General Reference Press. Will ensure that projects meet quality standards, are delivered on time and within budgets; personnel advancement and turnover standards are maintained; successful author relationships are maintained. Will also be responsible for project schedule and budget management as well as project and brand quality assurance. Bachelors degree in English/Communications or similar focus required. 2-3 years publishing experience, with at least one year at the management level required. Should have excellent writing, editing skills coupled with good project management skills. Must be proficient in computers and familiar with desktop publishing products and techniques. *Location: Indianapolis, IN* Contact: J. Maroney, Fax: 317-596-5240, PH: 317-596-5222, Email: jmaroney@idgbooks.com

Accountant (IDG/B)

Will review and process all co-op advertising contracts, handle all subsidiary rights & royalties, and perform monthly reconciliation/audit of combined sheet and other sales reporting that create monthly general ledger entries. Responsible for monitoring and reporting on distributor incentive programs. Also, will act as a back-up for the royalty accountant and assist in monthly royalty reporting. Minimum 2 years experience in accounting required. Computer literacy a must specifically experience with spreadsheets, word processing and databases. Familiarity with contracts, royalties and/or subsidiary rights a plus. *Location: Foster City, CA* Contact: A. Patton, Fax: 415-655-3206, PH: 415-655-3230, Email: apatton@idgbooks.com

Accounting Manager (IDG/B)

Accuracy and analysis of the monthly balance sheet close in coordination with the FP&A group's P&L close. Monthly analysis of all balance sheet accounts. Manage and review all work produced by staff in Accounts Payable, Royalty Accounting, and General Ledger. Establish and document policies and procedures for handling business transactions. Management of transition from centralized accounting with Corporate Headquarters to decentralized systems. Minimum 6 years experience in finance/accounting. Computer literate with experience in spreadsheets, databases, and word processing. Prior supervisory experience. Bachelors and CPA or MBA required. *Location: Foster City, CA* Contact: A. Patton, Fax: 415-655-3206, PH: 415-655-3230, Email: apatton@idgbooks.com

Accounts Payable Clerk (IDG/B)

Assist in implementing all payables and purchase order policies and procedures. Process all check requests and invoices for payment. Assist the Royalty Accountant with contract administration. Handle the issuance and tracking of corporate credit cards to employees. Reconcile and process checks against the petty cash checking account for approval by the controller. Minimum 2 years experience processing accounts payable. Computer literate with experience in spreadsheets, databases, and word processing.
Location: Foster City, CA Contact: A. Patton, Fax: 415-655-3206, PH: 415-655-3230, Email: apatton@idgbooks.com

Product Packaging Coordinator (IDG/B)

Will request and collect author cover templates from Project Editors. Read through templates, fill in missing information, and route and collate edits for final cover. Communicate initial request and follow-up with information to copywriters in other sites for each new title. Fulfill cover requests for catalogs & other marketing/department needs. Must be computer literate (MS Office), have good communication & organizational skills. Degree req'd preferably in English, Communications, related field. *Location: Indianapolis, IN*
Contact: M. Boese, Fax: 317-596-5240, PH: 317-596-5436, Email: mboese@idgbooks.com

Proofreader (IDG/B)

Will proof text for spelling, grammar, and style issues; finalize proofs for shipment; and interface with Project Coordination, Editorial Staff, and Production Staff. Will work with other proofreaders to accommodate work flow and produce a high level of work with minimal errors. Must possess excellent attention to detail, a degree in English, Journalism, or related field; and have working knowledge of Windows '95 based computer applications. *Location: Indianapolis, IN*
Contact: M. Boese, Fax: 317-596-5240, PH: 317-596-5436, Email: mboese@idgbooks.com

IS Manager (IDG/B)

Position exists to manage contract software developers and consultants, to manage and maintain project lists and oversee programming. The I.S. Manager will oversee the transition to a Lawson software system for Accounting, Distribution, Order Entry, and Inventory Control. Applicants must have relational database experience (Informix preferred or Oracle,) project management experience, experience with the Lawson application suite, and Unix experience (preferred.) *Location: Indianapolis, IN* Contact: J. Maroney, Fax: 317-596-5240, PH: 317-596-5222, Email: jmaroney@idgbooks.com

Programmer/Analyst (IDG/B)

Major job functions include programming, supporting internal customers in areas such as Accounting and Inventory Control, analyzing and implementing modifications and enhancements to the existing system, and daily & monthly processing. Required qualifications include a min. of 5 years PICK programming experience, UNIX experience, strong customer orientation and strong communication skills.
Location: Indianapolis, IN Contact: J. Maroney, Fax: 317-596-5240, PH: 317-596-5222, Email: jmaroney@idgbooks.com

Research Assistant (IDG/Rsch)

Research Services is seeking an Research Assistant to help in the coordination of research projects, including vendor contact, report writing, proofing, entering data, coding, scheduling and other various duties. Candidates should be detail-oriented, able to handle multiple tasks and deadline pressure. Requires knowledge of MAC applications. *Location: Framingham, MA* Contact: A. Jones, Fax: 508-935-4600, PH: 508-935-4315, Email: alana_jones@idg.com

Research Associate, Competitive Analysis (IDG/Rsch)

IDG Research Services seeks a Research Associate, Competitive Analysis to collect and disseminate competitive information from a broad variety of sources; compile and report advertising market share data; maintain data and database integrity; provide a wide range of information and analysis; and interact with clients and vendors to interpret/relay needs. Candidates must possess excellent interpersonal skills and be strong in both oral and written communication. Required: bachelor's degree; 1-3 years business experience; experience with database and spreadsheet software; familiarity with Macintosh platform; and ability to manage a sizable workload of projects independently. Knowledge of publishing and IT industries a plus. *Location: Framingham, MA* Contact: A. Jones, Fax: 508-935-4600, PH: 508-935-4315, Email: alana_jones@idg.com

Copy Editor (IFW)

The qualified candidate for this position will edit for grammar, spelling, and style; write headlines, captions and pull quotes. A degree in English or Journalism and one year experience preferred. Hands on experience with QuarkXpress a must. *Location: San Mateo, CA*
Contact: E. Aronowitz, Fax: 415-312-0558, PH: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Sales Representative (IFW)

This position reports to the Director of the Recruitment Division. InfoWorld is seeking Inside & Outside Sales Representatives for the recruitment advertising division. You will prospect, sell, and maintain recruitment advertising for our publication. Requires 2-3 years of telephone and/or outside sales experience, preferably in recruitment advertising, and excellent customer service & communication skills. Knowledge of Windows 95, Lotus Notes, & Desktop Publishing preferred. BA/BS in marketing, business or equivalent, knowledge of the computer/high tech industry, and internet experience are highly desired. *Location: San Mateo, CA* Contact: L. Brault, Fax: 415-312-0668, PH: 415-312-0669, Email: linda_brault@infoworld.com

Receptionist/Office Assistant (IMS)

This front-office position requires a friendly and professional demeanor, attention to detail, multi-tasking skills, and the ability to meet firm deadlines. Reception responsibilities include answering phones (including IDG's 800 number), high-volume mail and fax distribution, maintaining office equipment and ordering office supplies. Office assistance responsibilities include data entry into corporate marketing contact database, regular distribution of company-wide email, periodic large mailings and other ad-hoc projects. Must be MacIntosh (or Windows) proficient and eager to learn new applications and responsibilities while maintaining pre-defined workload.
Location: San Francisco, CA Contact: M. Maynard, Fax: 508-935-4600, PH: 508-935-4777, Email: maria_maynard@idg.com

Account Executive (NW)

NW is looking to expand its sales team with a professional who will be responsible for establishing relationships with key growth accounts and other non-Network World advertisers. You will also work as a team member with the assigned district Sales Managers in prospecting for and servicing new accounts, predominantly by telephone, but sometimes in person (local travel) or at major trade shows. A strong comfort level in working with PCs, with a desire to learn more about networking products and the high technology marketplace are desired. Excellent written and verbal communication skills, a high degree of organization and drive are required.
Location: Santa Clara, CA Contact: D. Volpe, Fax: 508-820-3340, PH: 508-820-7472, Email: dvolpe@nww.com

Sales Assistant (NW)

NW is looking for a Sales Assistant to provide support in our busy Santa Clara Sales office for two District Sales Managers. Working as part of a team, you will help answer phones, generate reports and analysis on the competition, provide strong customer service to clients, update and distribute media materials, maintain sales/client databases, and provide general assistance as needed. In this fast paced, competitive environment, strong customer service skills and an ability to work independently as well as part of a team are essential. Excellent organizational and Mac skills (proficient in Word, Excel, and PowerPoint) are necessary. *Location: Santa Clara, CA*
Contact: D. Volpe, Fax: 508-820-3340, PH: 508-820-7472, Email: dvolpe@nww.com

Online Advertising Manager (PC Games)

Relocating to San Francisco in the fall, PC Games, seeks an experienced dynamic individual to prospect new accounts, maintain existing online accounts and meet advertising revenue goals for our outrageously popular website!! Requires 2+ years online advertising sales experience and demonstrated closing and creative problem solving abilities preferably in the consumer publishing industry to successfully go beyond the Banner programs already in place and huge partnerships soon-to-be announced!!! Knowledge of the entertainment software market and Macintosh and PC proficiency a plus. Excellent interpersonal and communication skills are essential.
Location: San Mateo, CA Contact: J. Knapp, Fax: 415-349-8532, PH: 415-286-2502, Email: -NA-

Producer (PCW/Online)

The individual in this position is in charge with the development and implementation of contents areas within the PCW Online Services Group's presence on the Internet/World Wide Web, AOL, CompuServe, Prodigy, the Microsoft Network, and on other platforms as necessary. Familiarity with HTML required and AOL RAINMAN strongly desired. Minimum two years experience with online products and 6 months experience in Online production. MS Word and Excel familiarity necessary. *Location: San Francisco, CA*
Contact: L. Slimon, Fax: 415-442-1891, PH: 415-978-3162, Email: licia_slimon@pcworld.com

Technology Director (PUBLISH)

The candidate for this position will be responsible for overall desktop technology strategy, implementation and maintenance within 2 or more business units. You will develop company strategy to optimize product(s) output across all functional areas and create departmental budget. You will evaluate on-going technological alternatives and propose company wide standards for overall information strategy. This position leads and participates in special company projects utilizing their technical expertise. BS in Computer Science or equivalent experience. 5+ years experience installing, managing and troubleshooting computer hardware, software and peripheral equipment. Excellent analytical, written and verbal communication skills needed.
Contact: K. McPhillips, Fax: 508-935-4600, Phone: 508-935-4531, Email: kristen_mcphillips@idg.com

Places to find a complete listing of job opportunities across IDG:

1. Lotus Notes - Job Opportunities Database
2. IDG Central - http://idgcentral.com
3. IDG Web Site - http://www.idg.com
4. Job Hotline - East Coast: 508-935-4406 West Coast: 418-978-3100
5. The World Update on the last Monday of every month

BU	CATEGORY	TITLE	LOCATION	CONTACT	PHONE	FAX
CIO	Art/Design	Senior Graphic Designer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Features Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Features Writer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Senior Editor	Framingham, MA	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	On-Line	Website Intern (2)	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	PR	Publicist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Sales	Regional Sales Manager	New Jersey	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Systems	Desktop Support Manager	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Systems	IS Support Specialist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Admin	Sales Assistant	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Art/Design	Graphic Designer	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Edit	On-Line Copy/Production Editor	Framingham, MA	E. Fanning	P: 508-820-8174	F: 508-875-8931
CW	Edit	Senior Editor	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Edit	Staff Writer	MA or CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Exec	Associate Publisher	Framingham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW	Intern	Interns (2)	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Rsch	Marketing Database Specialist	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Rsch	Research Manager	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	Account Executive	Irvine, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Account Executives	TBD	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Ancillary Products Account Manager	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	District Sales Manager	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Regional Vice President	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Associate (2)	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Operations Manager	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Senior District Sales Manager	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Systems	Internship, IS Department	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW/H	Edit	Senior Writer ~ CW Hong Kong	Hong Kong	Rob Garretson	P: 617/423-9030	F: 617/423-0240
Exec	Admin	Executive Assistant	Atlanta, GA	K. Brice	P: 770-667-7700	F: 770-664-2006
Exec	Desktop App	Course Developer	Atlanta, GA	J. Hall	P: 770-667-7700	F: 770-664-2006
Exec	Desktop App	Editor	Atlanta, GA	J. Hall	P: 770-667-7700	F: 770-664-2006
Exec	Desktop App	ILT Support Manager	Atlanta, GA	J. Holman	P: 770-667-7700	F: 770-664-2006
Exec	Finance	Purchasing Manager	Atlanta, GA	B. Buhay	P: 770-667-7700	F: 770-664-2006
Exec	HR	HR Operations Manager	Atlanta, GA	H. Boyd	P: 770-667-7700	F: 770-664-2006
Exec	Sales	Regional Sales Support Manager	Atlanta, GA	S. Wilson	P: 770-667-7700	F: 770-664-2006
Exec	Systems	Operations Manager	Atlanta, GA	P. Richards	P: 770-667-7700	F: 770-664-2006
Exec	Systems	Software Engineer	Atlanta, GA	P. Richards	P: 770-667-7700	F: 770-664-2006
Exec	Tech	Assessment Specialist	Atlanta, GA	C. Burdett	P: 770-667-7700	F: 770-664-2006
Exec	Tech	Course Developer	Atlanta, GA	J. Adkisson	P: 770-667-7700	F: 770-665-2006
Exec	Tech	Course Editor	Atlanta, GA	K. Monks	P: 770-667-7700	F: 770-664-2066
Exec	Tech	Desktop Publisher	Atlanta, GA	C. Luse	P: 770-667-7700	F: 770-664-2006
Gam	Ad Sales	Advertising Coordinator	San Mateo, CA	G. Rambis	P:	F: 415-349-1598
Gam	Art/Design	Designer	San Mateo, CA	F. Mao	P: 415-286-2518	F: 415-349-5279
Gam	Circ	Customer Service Rep, Part-time	San Mateo, CA	I. Basurto	P: 415-286-2501	F: 415-349-2309
Gam	Edit	Assistant Editor, Online	San Mateo, CA	K. Skaggs	P: 415-286-2537	F: 415-349-8347
Gam	On-Line	Online Producer	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
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Gam	Sales	Sales Coordinator	San Mateo, CA	C. Lee	P: 415-286-2583	F: 415-349-5279
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ICE	Sales	National Account Manager	SF,SM/CA or Fram/MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDC	Admin	PT Administrative Assistant	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Art/Design&Mrktg	Graphic Design Specialist	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610

BU	CATEGORY	TITLE	LOCATION	CONTACT	PHONE	FAX
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IDC	Rsch	Director, Data Communications Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Rsrch Analyst, Netwrk Support & Integration Services	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Analyst, Printers	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Collaborative Computing	Framingham, MA	A.Schneider	P: 5089354419	F: 5089354610
IDC	Rsch	Senior Research Analyst, Internet	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Sr. Analyst, PC Channels	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Sr. Analyst, S3 Channels	Framingham, MA	D. Miller	P: 508-935-4133	F: 508-935-4610
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IDC	Systems	Database Administrator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
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IDC	Systems	Manager of Systems & Communications	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Sr Systems Administrator (Application Services)	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Senior Systems Administrator (LAN/WAN)	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	WWW Software Engineer	Framingham, MA	E. Martin	P: 508-935-4649	F: 508-935-4610
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IDG	Finance	Senior Tax Accountant	Framingham, MA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
IDG	HR	Director, Compensation, Benefits, and HR Systems	Framingham, MA	T. Mathews	P: 508-935-4710	F: 508-935-4600
IDG	HR	HRIS Administrator	Framingham, MA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
IDG	Systems	Senior Applications Analyst	Framingham, MA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
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IDG L	Sales	Account Executive	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
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IDG/	Edit	Acquisitions Editor - Dummies Trade	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/	Edit	Acquisitions Manager/Director	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
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IDG/	Edit	Development Editor	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/	Edit	Editorial Assistant	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/	Edit	Editorial Assistant, Dummies Tech Press	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/	Edit	Editorial Manager	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/	Edit	Editorial Manager, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
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IDG/	Finance	New Accounts Assistant	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
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IDG/	Mktg	Channel Marketing Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
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IDG/	Sales	Foreign Rights Assistant	Foster City, CA	A. Patton	P: 415-655-3230	F: 415-655-3206
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IDG/	Sales	Sales Support Associate	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
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IDG/	Sales	Var Database Director	Boston, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
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IDG/	Rsch	Research Associate, Competitive Analysis	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
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IFW	Intern	Fluegelman Internship	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Mktg	Marketing Communications Specialist	San Mateo, CA	L. Brault	P: 415-312-0669	F: 415-312-0668
IFW	Sales	Regional Sales Manager	Des Plaines, IL	L. Brault	P: 415-312-0669	F: 415-312-0668
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IFW	Testing	Analyst - Application Development	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Testing	Analyst - Networking	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
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IMS	Sales	National Sales Director, International	East Coast	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS/	Rsch	Director, Consulting Services	Staines, England	J. Meers	P: 011-44-1784-2	F: 011-44-1784-210-200
IMS/	Sales	On-Line Sales Executive	Staines, England	P. Shalet	P: 011-44-1784-2	F: 011-44-1784-210-200
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NW	Edit	Senior Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Mktg	Marketing Specialist	Framingham, MA	M. Cornetta Brow	P: 508-820-7474	F: 508-820-3340
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NW	Sales	Account Executive	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
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NW	Sales	Account Manager	Framingham, MA	M. Cornetta Brow	P: 508-820-7474	F: 508-820-3340
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Web	Edit	Technical Content Editor	San Francisco, CA	A. Eisner	P: 415-974-7436	F: 415-975-2616

McGOVERN

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McGovern, who has been a regular presenter in the awards program since its inception, received the award at the conclusion of the two-day ceremony.

In addition to bringing important documentary records and artifacts to the Smithsonian, the Computerworld Smithsonian Awards Program has raised more than $1 million to support exhibits, staffing, seminars and related programs.

"Pat has made a significant contribution to the Smithsonian by helping us develop a program that keeps track of ongoing innovations in IT for our national collection," said David Allison, chairman of the division of Information Technology and Society for the Smithsonian's National Museum of American History. "To have someone of Pat's stature so personally involved in helping us document the IT revolution is very unusual. We are very grateful for his unflagging support."

And the winners are...

Joining McGovern in presenting this year's awards was **Mike Rogers**, president of Computerworld. More than 900 industry leaders and professionals converged on the National Building Museum in Washington, D.C., for the gala ceremony, which this year honored the following:

- Rock the Vote
- Flagstar Bank
- Johns Hopkins Health Systems and The Johns Hopkins Medicine Center and United Parcel Service (joint winners)
- The Massachusetts Department of Revenue
- InterMountain Health Care and The U.S. Environmental Protection Agency (joint winners)
- The Center for Analysis and Prediction of Storms
- Susan Abdulezer for the "Virtual Alphabet Book"
- Hong Kong International Terminals Ltd.
- The Peregrine Fund for Harpy Eagle Conservation Program
- Buckman Laboratories, Inc.

History of awards program

In 1989, the Smithsonian Institution's National Museum of American History joined forces with *Computerworld*, the IDG flagship publication, to create the annual Computerworld Smithsonian Awards Program.

The program has since evolved into the leading international program for recognizing and documenting outstanding achievements in information technology. Over the past nine years, hundreds of leaders in the IT field have been recognized for their contributions, and some 2,000 case studies have been archived in the national collection of IT innovations and applications.

Each year the program honors significant IT innovators in 10 categories, including medicine, business and finance, government and non-profit, and arts, media and entertainment, among others. Special honors are also bestowed for lifetime achievement, innovation, global integration, education and scientific breakthroughs.

More information about the Computerworld Smithsonian Awards Program and the 1997 Innovation Collection is available on the Web at: http://www.innovate.si.edu.

EMMERCE

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sues but those people, such as business managers who have technology responsibility but not technology titles, may not go online to do it. The print *Emmerce* will reach that audience.

Another reason to publish a print supplement is ad revenue. "There are still more ad dollars to be found in print," Alper said, "and we felt a print product would bring more traffic to the online site. It could also be interesting for advertisers to get a package deal with print and online ads."

Debuting in the April 28 issue of *Computerworld*, *Emmerce* has many of the same sections as its online forebearer, including feature articles, technology analyses and commentaries. The two mediums of *Emmerce* will compliment each other, and the differences that exist will aid in catering to diverse audiences, according to Alper.

"There are some people who will only read online just as there are some people who will only read in print," Alper said. "And there is a growing segment who understand that each medium is good for what it does best."

For example, although the print version is great to take with you and read wherever you happen to be, the Webzine cannot be topped for being able to put a large amount of information at your fingertips immediately through its numerous links to other electronic commerce sites.

In addition, since the Webzine is updated every other week, the timeliest information will be located there. "Print is a snapshot in time," Alper said. "The Web allows us to revisit, update and extend coverage."

On the other hand, the print *Emmerce* can borrow from the Web in terms of expanding on stories that have generated feedback on the Web forums. "There can be a really nice synergy between the two mediums," Alper said.

The Webzine *Emmerce* has 250 subscribers, plus another 400 subscribers through Intermind in Seattle, Wash., a push/pull publish and subscribe technology. Alper said users can subscribe to *Emmerce* by going to Intermind (http://www.intermind.com) and creating a profile of what they'd like to see on the *Emmerce* site.

When a page fits the profile, the company sends a message asking if the user would like to see the page. If so, Intermind first takes the user to its site, and if the headlines still match the user's interests, Intermind brings the user to the appropriate *Emmerce* page.

Alper said Computerworld is considering a similar approach for @Computerworld.

Alper said about one-third of the users who subscribe to *Emmerce* through the @Computerworld site are from overseas countries, mainly Australia, New Zealand, Singapore, Hong Kong and Malayasia.

Mary Brandel is the executive editor for the print *Emmerce* with **Kim Smith**, assistant managing editor, **Stephanie Faucher**, art director, and Alper contributing.

NOTEWORTHY

PROMOTIONS

IDG WORLD UPDATE

PASTORE

Two employees at *CIO* have recently been promoted. **Rick Pastore** has been named executive editor. "Rick is a critical member of editorial management and has been responsible for many key projects since he took on the post of managing editor in October 1995," said Editor-in-Chief **Abbie Lundberg**. "He has a great understanding of *CIO*'s audience and what will help them succeed in their jobs. In addition, Rick is an accomplished journalist, coach and project manager."

IDG WORLD UPDATE

STUART

Anne Stuart has been promoted to managing editor of *CIO*. "Anne has many diverse talents. She's a seasoned journalist, a great project manager and an effective implementer," Lundberg said. "She was centrally involved in the successful launch of *WebMaster* and she has been instrumental in its continued editorial success, including garnering a Neal honor for her competitive intelligence story."

Jill Steinberg has been promoted to senior editor of *JavaWorld* magazine. She joined *JavaWorld* one year ago as associate editor. "Jill has played a key role in the editorial success of *JavaWorld*, doing an outstanding job of producing top-quality content and helping us improve and enhance our content," said Editor-in-Chief **Michael O'Connell**. "Whether she's writing a breaking news story or editing a technical feature, Jill's versatility, dedication, attention to details and consistently strong editorial and strategic skills make her a major asset to our publication."

IDC recently promoted two employees. **John McArthur** has been promoted to program director, Storage Subsystem Research. John joins the storage research group after a two-year assignment in the Asset Management Group where he was responsible for research and consulting in the storage marketplace. "We are absolutely thrilled to have an individual of John's caliber joining the storage team," said Vice President of Storage Research **Crawford Delprete**. "With his contribution, we expect to be able to not only maintain but increase the quality and scope of our storage subsystem research."

An intern at IDC since February 1996, **Michael Carbonneau** has been appointed associate analyst of the IRS/CIA group. Michael has a B.A. in economics from the College of the Holy Cross. "During his internship with the program, Michael spearheaded a new and improved client integration process," said Analyst/Account Manager **Bryan Donovan**. "Last summer, Michael assumed full analyst, account management responsibilities for a large contingency of our IRS customers. Considering his successful management and support of these accounts in the past, I am confident that Michael will be an immediately productive contributor to the team."

NEW EMPLOYEES

Emilio DeArmas has joined IDG Latin America as an editor. Emilio previously worked for *The Miami Herald* as a translator/editor. He has a doctorate in philological sciences from the University of Havana and is working on a second Ph.D. from Florida International University.

DANIEL

Lanii Daniel has started at *InfoWorld* as a sales associate. Lanii previously worked as a contract administrator and office manager at Northwest Landscape Services. A retired dancer, she attended the North Carolina School of the Arts. Lanaii's free time is taken up by parenting and fixing up her newly purchased home. Her interests include cooking.

Teri Lengle has joined *InfoWorld* as a sales associate supporting two representatives in the Northwest territory of *InfoWorld* sales. Teri has more than seven years experience in radio broadcasting, sales, production and promotion. Outside the office, she enjoys water aerobics, blues and jazz, camping and gardening.

Computerworld has hired two new employees recently. **Peter Smith** is a production coordinator. He was previously the online editor at *Computer Games Strategy Plus*. Peter attended the State University of New York at Purchase and Stony Brook. He enjoys doing freelance PC games reviewing and has registered his own World Wide Web domain (http://www.jadedspub.com).

Beliza Veras-Moriarty has joined as an editorial assistant. Beliza has a B.A. in English from the University of Massachusetts at Boston and has a certificate from the Computer Learning Center. Beliza is recently married and enjoys reading, writing and sewing.

Kathleen Thomas has been hired by FCW Government Technology Group for the newly created position of national accounts manager for the monthly magazine *civic.com*. Kathleen has more than 10 years of advertising space sales experience. Most recently, she spent six years at *Governing Magazine* where she was a top sales producer.

SIPAHIMALANI

IDG Books Worldwide in Indianapolis has recently hired two new employees. **M. Anne Sipahimalani** has started as a page layout technician. She previously held a similar position at Macmillan Publishing. Anne has an M.S. from Indiana State University in college student personnel (student activities) with a minor in office automation technology. While much of her free time is taken up raising her 5-year-old twins, Anne also enjoys reading, music, needlework and tennis.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY YEARS
Christine Hiehler - IDG Germany

FOURTEEN YEARS
Bernie Hockswender - Computerworld

THIRTEEN YEARS
Henry Morales Escobar - IDG Mexico
Ole Bolvig Hansen - IDG Denmark

TWELVE YEARS
Egon Margraf - IDG Germany

ELEVEN YEARS
Cathy Abes - Macworld
Jim Falanga - IDG
Helmut Sedlmeier - IDG Germany
Kenneth Hoyt - IDC

NINE YEARS
Julie Gilbert - IDG New Zealand
Abbie Lundberg - CIO
Norma Rivera Cuevas - IDG Mexico
Michelle Wong - IDG Singapore
Harald Brechtl - IDG Germany
Ruth Henrich - Macworld

EIGHT YEARS
Meg Rogers - IDG New Zealand
Jan-Bernd Meyer - IDG Germany
Hans-Albrecht Simon - IDG Germany
Chip Carman - Macworld

SEVEN YEARS
Bob Pinchin - IDG New Zealand
Mark Cappel - Web Publishing, Inc.
Julio Vial - IDC U.K.
Torben Bjorn Sorensen - IDG Denmark
Daniel Maier - IDG Germany
Petra Hermann - IDG Germany

SIX YEARS
Eva Marikova - IDG Czechoslovakia
Jaroslav Hrouda - IDG Czechoslovakia
Dolores Rubio - IDG Spain
Angelique Forster - IDG Germany
Isabelle Waiblinger - IDG Germany
Enrico Lotti - IDG Italy
Ornella Fusina - IDG Italy

FIVE YEARS
Wlodzimierz Nowicki - IDG Poland
Marian Lakomy - IDG Poland
Agnieszka Cybulska - IDG Poland
Stephanie Faucher - Computerworld
Kozo Hiramatsu - IDG Japan
Solomon Emanuel - IDG Singapore
Andreas Borchert - IDG Germany

FOUR YEARS
Andrea Malcolm - IDG New Zealand
Maud Sarde - IDG Denmark
Silvia Friedel - IDG Germany
Randi Siegal - IDC

THREE YEARS
Peter Kane - IDG New Zealand
Bill Haines - IDG New Zealand
Sheila O'Brien - IDG New Zealand
Harvindar Singh - IDG New Zealand
Cheri Paquet - IDG News Service
Natalie Ling - IDG Hong Kong
Elaine Offenbach - Computerworld
Marlene Silla - IDG Germany
Britta Tuttenberg - IDG Germany
Thomas Springer - IDG Germany
William Manning - IDC

TWO YEARS
Paul Overhiser - IDG
Marie Vildova - IDG Czechoslovakia
Julie Knapp - PC Games
Mirian Prieto - IDG Spain
Christian Borg Mohl - IDG Denmark
Sabine Ranft - IDG Germany
Karen Liberatore - Macworld

ONE YEAR
Ross Armstrong - FCW
Alfred Mucci - IDG
Sara Shay - CIO
Wolfgang Herrmann - IDG Germany
Martin Seiler - IDG Germany
Eric Bohnisch-Volkmann - IDG Germany
Hans Ludwig - IDG Germany
Paola Lopez - IDG Italy
Paolo Galvani - IDG Italy
Luciana Mino - IDG Brazil
Nami Kamikura - IDG Japan
Mark Peterson - IDG Books
Heather Dismore - IDG Books
Amy Thomas - IDG Books
Edward Johnson - IDG Books
Caroline Cerullo - CIO
Timothy O'Connor - IDG
Petia Lukasheva - IDG Bulgaria
Ljudmila Aleksieva - IDG Bulgaria
Peter Tripodi - PCW Central Services
Tom Davis - Network World

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BERMAN

Christine Berman has joined IDG Books as a proofreader. Christine has worked as a freelance proofreader for IDG in the past. She has a B.A. in journalism and history from Indiana University and enjoys sports, reading and being a literacy volunteer.

Elsa Quiroga has joined Macworld as the online competitive analysis intern through the Inroads Corporate Internship Program. Elsa is a sophmore at the University of California at Berkeley where she is studying political economies of industrial societies and public policy. Outside the office, she serves as a mentor for high school students.

WHO'S NEW

All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

• FOR SALE • FOR RENT • BIRTHS •
WORLD UPDATE's
MARKETPLACE
• PEN PALS • HOUSE EXCHANGES • MARRIAGES •

Check out Marketplace on IDG World Update Online to find items for rent, for sale, pen pals for your children or the latest births and marriage announcements from offices all over the world.

Available on the Web at http://idgcentral.com or on Lotus Notes.

Send your Marketplace items to: world_update @idg.com or fax: 617-423-0712.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Eos de Feminis will have her choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pens.

HONORABLE MENTIONS:

"What? They've never seen a dog Fetch before?"

- Tracy Cramer
IDG Books

Two-foot four, dirty blonde hair, brown-eyed, car-chasing romantic. Love travel. Arrrrroooooo!

- Garrett Culhane
IDG Books

"Oh, to have opposable thumbs..."

- Bob Gagnon
IDC Research

"Uh-oh. I wonder if anyone noticed I pooched it?"

- Shelley Lea
IDG Books

"Guess they've never seen the Powerbook 3400 before..."

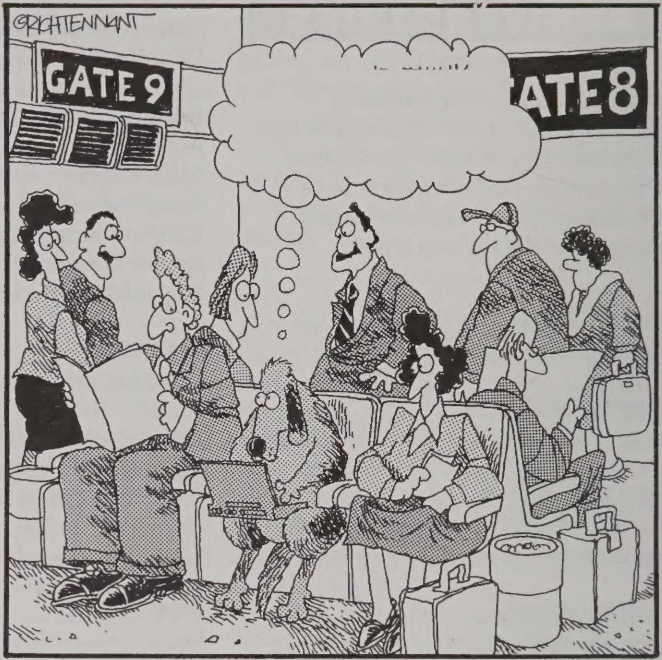
- Lene Sekjaer
Computerworld Denmark

"What? you never saw a lap dog with a laptop before?"

- Corlis Melchoir
Event Travel Service

"Gee — haven't these people ever seen a notebook computer before?"

- Robert Scheier
Computerworld



"Haven't you people ever seen an Internet bowser?"

- Eos de Feminis
Macworld

"Just because it's only a 386 doesn't mean they all have to stare."

- Chris Willard
IDC Mountain View

"So what if I'm still using FidoNet. Hey, you can't teach an old dog new tricks."

- Peter Kane
IDG New Zealand

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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July 7, 1997

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CALLING ALL PHOTOGRAPHERS! DON'T FORGET TO ENTER THE 1998 PHOTO CALENDAR CONTEST
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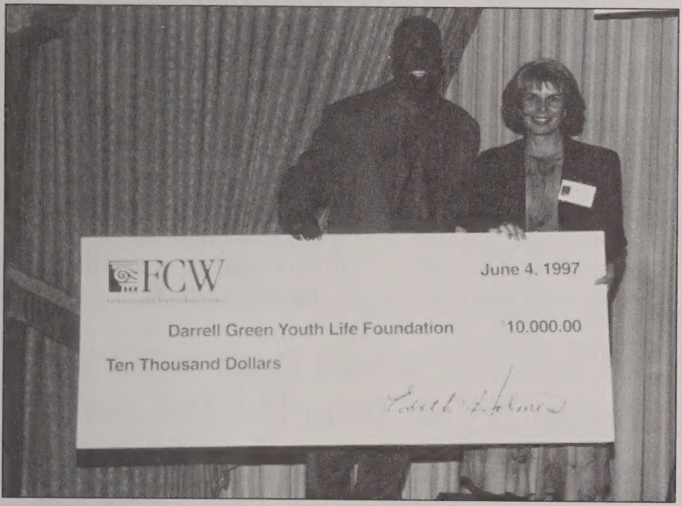
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

FCW Marks 10th Year with Charity Event



FCW PRESIDENT AND CEO EDITH HOLMES PRESENTS A CHECK *in the amount of $10,000 to Darrell Green to benefit the Darrell Green Youth Life Foundation at a charity event last month.*

The newspaper of record for federal information technology celebrated its 10th anniversary in June with a charity event to benefit the Darrell Green Youth Life Foundation. *Federal Computer Week* hosted the evening, which included a silent auction at the Ritz-Carlton in Tysons Corner, Va., and raised more than $21,000 for the foundation.

The Darrell Green Youth Life Foundation is a Washington, D.C., nonprofit organization that serves inner-city youth by providing social services, civic and moral leadership, special events and the Darrell Green Learning Center.

The group regularly provides food, clothing and emergency assistance to families in need. The foundation was started by Darrell Green, defensive player for the Washington Redskins football team. Green has been the recipient of numerous

• CONTINUED PAGE 5 •

IDG Bolsters Commitment to Latin American Market

IDG News Service opens bureau to serve needs of *PC World* publications in the region

IDG
INTERNATIONAL DATA GROUP

IDG MARKETING SERVICES LAST MONTH HOSTED A PARTY AT *the Miami office to introduce area clients to the staff of the new IDG News Service Latin America Bureau as well as members of the Latin America ad sales team. Pictured above are (left to right):* ***Armando Lazo, Gloria Gonzalez, Alessandra Glahome, Frank Cutitta, Elba Intriago, Trino Ramos, Rob Garretson*** *and* ***Gilbert Manreso.***

The IDG News Service last month launched a Latin America news bureau, based in Miami, to better focus the core editorial provided to the nine local editions of *PC World Latin America* as well as serve the needs of IDG's numerous publications in the region.

The new bureau was formed with editorial staff from the IDG Latin America office, which previously provided centralized editorial and production services for the individual Latin American editions of *PC World*. Under the new decentralized structure, bureau staff will continue to produce the

• CONTINUED PAGE 4 •

IN BRIEF

ComNet Prague '97 Breaks Attendance, Exhibitor Records

NET PRAGUE'97

GUNNAR KUECHLER (RIGHT), DIRECTOR OF COMNET PRAGUE, *greets one of the show's most highly visible attendees, Czech Republic Prime Minister Vaclav Klaus.*

ComNet Prague surpassed its previous attendance and exhibitor records this year with 18,300 trade visitors and 200 participating companies filling the more than 12,000 square meters of exhibitor space. Now in its fifth year, ComNet Prague, held May 27-29, is the main communication and networking event in Central Europe.

The Czech software market is the single fastest-growing market in Central and Eastern Europe. Second only to Russia, the Czech Republic maintains one of the region's largest IT markets. Investments in telecommunications alone are expected to reach $5.4 billion by 2000. Organized by IDG expo partner K+S of Munich, the event also featured a high-level conference program which attracted 250 attendees.

COMNET®
PRAGUE'97
May 27-29, 1997

For the first time, the Charles University of Prague organized an international symposium for "Distant Education and Training."

Other show highlights included the following:

- Official introduction of ISDN services to the Czech Republic by SPT Telecom.
- First-time live video-conferencing with ATM and ISDN from the show site.
- Special area on communication of the future with a focus on enterprise solutions via the Internet, intranets and extranets.

More than 75% of exhibitors have already said they plan to participate in next year's show.

ComNet Prague '98 will be held June 9-11 at the Prague Exhibition Grounds.

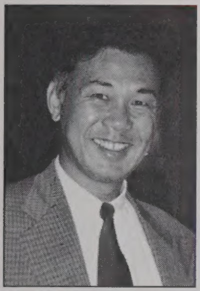
Contact Gunnar Kuechler at tel: +49-89-360-86-208 or via e-mail at: compuserve 100440,2235.

IDC Japan Staff Celebrate FY97 Progress with Visit from Pat McGovern

グロービル南青山
IDC

IDG CHAIRMAN PAT McGOVERN VISITED THE IDC JAPAN *office in May to congratulate the staff on its FY97 performance to date. For the majority of the almost 30 staff members, each of whom had an opportunity to meet personally with McGovern, it was their first opportunity to meet and speak with the IDG chairman. Above left: McGovern (center) stands with (left to right):* ***Takahiko Umeyama****, director, Systems and Personal Group; IDC Japan President* ***Kenji Muto****,* ***Junichi Saeki****, director, Systems Solution Group; and* ***Philippe de Marcillac****, senior VP/research. At right, the IDC Japan staff gathers for a photo with their guests.*

ON LINE



KENJI MUTO

IDC Japan's President is this week's columnist. Part 2 of his column will appear next week.

Kenji Muto joined IDC Japan in March 1995 as marketing manager. Several months later he was named president. Under his watch, the company has nearly doubled in size. Its PC Research program has been consolidated and now holds a leadership position in the local market. The company has expanded into systems, networking and semiconductor research and currently boasts the leading reputation among Japanese market research companies. IDC Japan employs 28 people.

Q Who are IDC Japan's major clients?

A IDC Japan currently does business with more than 260 clients. This is up from 130 clients back in September 1995. Looking at fiscal year 1997 as of May, our top 10 clients account for more than 50% of our total bookings of 527 million yen (US$44 million). NEC is our largest client, purchasing 26 services at a total value of 72 million yen (US$600,000) and accounting for 13.7% of total bookings. Our second largest client in terms of purchases is Hitachi with 24 services for a total of 60 million yen (US$500,000) or 11.4% of our bookings. Fujitsu is third with 29 services valued at 47.5 million yen (US$400,000), grabbing 8.92%.

Other clients within our top 10 include Toshiba, Intel, OKI, Canon, Sharp, Hewlett-Packard and Electronic Industry Association of Japan.

What are your primary products and services?

IDC Japan provides products and services based on Japan (local) and outside of Japan (non-local). For local year-to-date bookings, our network-related research and products draw the most revenue at 4.12% or 21.7 million yen (US$180,000) of our 527 million yen total bookings. Personal Computer products take second place, accounting for 2.4% or 12.6 million yen. This is followed by our PC Quarterly research and products, making up 1.64% or 8.65 million yen in bookings.

For the non-local year-to-date bookings, Personal Systems research/products wins out with bookings reaching 31.6 million yen, or 6% of our total. PC Quarterly bring in 15.5 million yen or 2.87%. Storage is third at 12.4 million yen, or 2.35%.

You have achieved great success in turning around IDC Japan's financial result in the past two years. How have you done this?

Balancing the growth of both research and sales capabilities was the key to success, together with improving the company's basic administration operation. Before FY95, the operational emphasis was put on the growth of local products and services. Launching new local products and services requires a great deal of time and human resources. Return on such investment was actually too low to help spur the healthy financial growth of the company. Focusing on custom consulting, with its short-term results, resulted in losing major opportunities to sell one product to many clients.

The business strategy has been different since the middle of FY95. The basic operational funding was the first priority. The cash cow non-local products selling efforts were put in place. Also, we doubled our sales force and reviewed the needs of clients and prospects alike. We asked, "Who purchases what kind of product, and what prospective clients are we not approaching?" Detailed analysis of our clients' needs turned into the real sales mechanism. Sales began to grow, and the financial position improved. Local research teams were freed from short-term custom consulting projects to pursue more cost-effective multiple-product development. The PC market boom in Japan also had a most favorable impact, creating a tremendous opportunity to focus on local PC products and services as well. Our financial position was also closely controlled and monitored. After basic operational stability was reached, we have focused on controlled growth by investing in infrastructure and adding research and support staff. I cannot forget to mention that the support of our U.S. offices was instrumental in the recovery of our operation.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

LATIN AMERICA

continued from page 1

core editorial package used by the nine local editions of *PC World* in Latin America, but the bulk of the production of the editions will be handled by the local IDG offices throughout Latin America. The 88-page package, written entirely in Spanish, will include a more tightly focused translation of relevant copy from the *PC World* U.S. edition as well as original regional coverage developed by the Miami-based staff in close cooperation with the staffs of the local Latin American editions.

Trino Ramos, who serves as editor-in-chief of *PC World Latin America*, has been appointed bureau chief and will be assisted by Managing Editor **Elinet Medina**, Art Director **Armando Lazo** and Assistant Editor **Emilio de Armas**. Medina, Lazo and De Armas hold the same titles on the *PC World Latin America* masthead.

PC WORLD
COLOMBIA
GUIA COMPLETA PARA LA
Ayuda

ART DIRECTOR ARMANDO LAZO, MANAGING EDITOR ELINET MEDINA AND BUREAU *Chief* ***Trino Ramos****, along with Assistant Editor* ***Emilio de Armas*** *(not pictured), will supply the core editorial material for the nine local PC World publications in Latin America.*

“The timing of this realignment is particularly fortuitous, because the News Service had recently targeted Latin America as a key area for improved services,” noted IDG News Service Editor-in-Chief **Rob Garretson**. ‘This region has historically been underserved by the News Service due in large part to a telecommunications infrastructure that had prevented most of our publications from taking advantage of the resources we offer.

“With the explosion in Internet availability, the time was at hand to focus on building the sharing of resources between Latin America and the rest of the IDG editorial community that we already foster in most other parts of the world.”

> *“Any signal that IDG is taking a leadership role in this dynamic community will have a very positive and complimentary effect on sales in Miami and at the local business unit level.”*
>
> **Frank Cutitta**

Garretson also stressed the complementary strengths the Miami staff and the News Service bring to the partnership. “Our staff is experienced in developing regional and global coverage and familiar with the challenges of serving the multiple editorial needs of different publications within a region. The Miami editorial team brings to the News Service much-needed knowledge of the local markets, Spanish language skills and hands-on familiarity with the publication production process.”

The Miami team has already produced the first two regional stories — one focusing on the significant problem of software piracy in the region and another exploring the impact the Internet is having throughout Latin America.” The feedback we have been receiving from the various local editors is very positive,” Ramos said. “We are encouraged that we are on the right track.”

IDG Marketing Services’ Latin America advertising sales and marketing staff, under the direction of **Gilbert Manreso**, vice president and associate publisher of *PC World Latin America* and director of International Accounts **Alessandra Glahome** will continue to work from the Miami office. The Miami sales team is bolstered by recently appointed Sales Associate **Elba Intriago**, veteran Miami Operations Manager **Gloria Gonzalez** and part-time Office Assistant **Hector Gil**.

Strong commitment to region

“Undertaking this broad-based editorial enhancement will have significant benefits for the *Computerworld* and *PC World* product lines in Latin America and is an indication of our strong commitment to this region,” noted IMS Managing Director/International **Frank Cutitta**.

“The new Miami news bureau sends a very strong signal to the rapidly expanding IT vendor base in South Florida that IDG understands the unique dynamics of the region from both a content and a marketing perspective.

“More so than any other regional hub I’ve seen in the world, South Florida is more an ‘IT marketing community’ than it is a traditional sales territory. Any signal that IDG is taking a leadership role in this dynamic community will have a very positive and complimentary effect on sales in Miami and at the local business unit level.”

Job Opportunities
Monday, July 7, 1997

Account Executive (CW)

Computerworld has an opportunity for a strong Account Executive in the Atlanta office. The Account Executive's primary goals are to increase revenues, yields and market share by developing existing 2nd and 3rd tier accounts while prospecting for new business. Successful Account Executives will establish sales and service relationships with clients as well as influence media buyer/planner professionals at ad agencies and customer advertising specialists/managers. The individual in this position will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should understand the dynamics of interpreting and responding to market share reports and other territory data and must be able to prepare and execute presentations and special promotions independently. 1-3 years of proven ad sales experience is required. ***Location: Atlanta, GA***

Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

District Manager (CW)

Computerworld has an opportunity for an experienced, creative, and highly motivated sales individual to sell multiple Computerworld products to major accounts and agencies in the South East. Candidates should possess a minimum of 5 years relevant sales experience within the high tech industry, have a strong knowledge of our customers' business, and be PC proficient. ***Location: Atlanta, GA***

Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

District Manager (CW)

Computerworld has an opportunity for an experienced, creative,and highly motivated sales individual to sell multiple Computerworld products to major accounts and agencies in the Mid-West. Candidates should possess a minimum of 5 years relevant sales experience within the high tech industry, have a strong knowledge of our customers' business, and be PC proficient. ***Location: Chicago, IL***

Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Senior Analyst, Asset Management Services (IDC)

Asset Management Services seeks a Senior Analyst in the Storage area. Responsibilities include analyzing storage products and forecasting residual values for open and large systems. Must be capable of working with vendors, lessors, and end-users. Position requires technical background with 3-5 years experience in storage products. Other requirements include strong writing ability, solid spreadsheet familiarity, and good research skills. Knowledge of leasing industry, asset management products, and financial analysis a definite plus. ***Location: Framingham, MA***

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Senior Writer, Case Studies (IFW)

In this position, you will write weekly case study profiles regarding corporate IT projects. The projects must tackle an interesting business issue. Based on interviews with IT managers and their staffs, the interviews should capture the organization's decision making process such as design elements and implementation. In addition, you will be responsible for giving the art department information to schedule a photography visit, and develop any informational graphics that are needed to convey the story. Requirements: 3 to 5 years experience writing about computer and networking technologies, very strong interviewing skills, interest in computing as it relates to business issues, and awareness of client/server issues. ***Location: San Mateo, CA***

Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

General Manager, Product Champion, Electric (IFW)

Reporting to the President/CEO, General Manager/Product Champion will have overall responsibility for InfoWorld's Web site, InfoWorld Electric, and accompanying on-line strategies. Works closely with all departments to build consensus and requires strategic influencing at all levels across the company. Balances the need for editorial integrity and satisfying advertisers' and ad agencies' requirements. Requires financial management skills and the ability to establish and maintain a sound business plan. In addition, successful candidate must have strong operational and organizational skills, flexibility, excellent interpersonal skills and a strong understanding of the various technologies associated with the Web. ***Location: San Mateo, CA***

Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

Sales Associate (IFW)

InfoWorld is seeking a sales associate who will provide support in our Framingham office for a Regional Sales Manager. Working as part of a team, will maintain sales/prospect databases and analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Manager. In this fast paced competitive environment, an ability to work independently as well as part of a team are important. Computer skills necessary: Word, Excel, and Powerpoint.
Location: Framingham, MA

Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Executive Assistant (IMS)

IDG's Marketing Services is seeking a talented, energetic individual to work in the Internet Product Development group. You will be supporting the Publisher of IDG.Net (and other execs as needed). This support will include market research and analysis, presentation preparation, coordination of account files and admininstrative support (such as travel arrangements, expense reporting and department expense tracking). The ideal candidate will have ability to work independently, extensive MAC experience, and strong communication skills. Experience in an ad agency or publishing sales is helpful. Proficiency with the Internet, MS Word and Excel, and presentation packages such as PowerPoint and Persuasion is a plus. Approx. 50% admininstrative support and 50% project work. ***Location: San Francisco, CA***

Contact: L. Fincke, Fax: 415-835-2473, Phone: 415-676-3053, Email: Leslie_Finke@IDG.com

Operations Coordinator (IMS)

In this postion, you will support the operations function of the international department within IDG's Marketing Services in Framingham, MA. Primary responsibilities will include all invoicing using Filemaker Pro database software, managing the media library, ad tracking, and providing general administrative and telephone support for the department. We are seeking a highly organized, people-oriented team player to work in our fast-paced office. Good communication skills necessary. Prior office experience, Macintosh experience and knowledge of Excel and Word preferred. ***Location: Framingham, MA***

Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Associate Features Editor (NW)

Network World is looking for an associate features editor to lead a new initiative aimed at generating reader involvement with the publication. This will be largely an online effort, involving creative use of the Web to get readers to interact with Network World editors, sharing everything from news tips to problems and concerns. The Associate Features Editor will also be responsible for collecting product data for our monthly Buyer's Guide charts, again using online resources. Key skills include HTML and Excel experience, attention to detail, creativity, self-motivation and the ability to meet deadlines. ***Location: Framingham, MA***

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Database Administrator (NW)

We are looking for a hands on Database Administrator. The main responsibilitity will be to manage various flows of data: data manipulation, databases synchronization, report generations, filtering, SQL queries, and Web site traffic analysis. You will also administer some mailing lists and will participate in the design and development of a large data warehousing project. Attention to details is necessary. You will work in a challenging and advanced technology environment (SunMicrosystems,Oracle, Fourth Dimension, etc.) Your experience should include database administration; exposure to a major database development tool is required (Fourth Dimension, PowerBuilder, Developer2000, Delphi, Access or similar); experience with a major DBMS (Oracle, Sybase, Informix, MS-SQL) is also important, as well as basic working knowledge of at least three of the following: Unix, Internet tools (ftp, telnet, mail), HTML, SQL, Visual Basic, Pascal, etc. Familiarity with email systems and mailing lists a plus.
Location: Framingham, MA

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Account Managers, Telemarketing (2) (PCW)

Develop a mailing list of catalogue advertising prospects who sell products consistently with the buying needs of PC World's readers. To actively solicit advertising space from these prospects through telephone solicitation. This includes making initial contact, generating interest, following up with mailed literature, following up with additional telephone calls and eventually closing the sale. Two or more years telemarketing sales experience, working knowledge of PC's, products, and the marketplace. Excellent written and verbal communication skills and a high degree of organization are required. ***Location: San Francisco, CA***

Contact: J. Edman, Fax: 415-442-1891, Phone: 415-978-3250, Email: jeff_edman@pcworld.com

Marketing Coordinator (PCW)

Providing marketing and administrative support to the Marketing Department. Areas of responsibilities include coordination of promotional mailings, awards programs, managing the VIP and comp list, trade show preparation and other marketing projects as directed by the Senior Marketing Manager. PC proficient, including Windows 95, Excel, Word, and Lotus. Must be able to work independently under tight deadlines and juggle multiple tasks. Excellent organizational skills, attention to details, proofreading and a good knowledge of business protocol. Effective quantitative, written, and verbal communication skills. ***Location: San Francisco, CA***

Contact: S. Wong, Fax: 415-442-1891, Phone: 415-978-3181, Email: sandy_wong@pcworld.com

Interactive Customer Service Manager (PCW)

Responsible for managing all online customer service processes and procedures on all PC World Online sites including, but not limited to, PC World, Tipworld, Dummies Daily, and PC World Plus. The Interactive Customer Service Manager will also be responsible for training and supervising customer service staff if appropriate, and for providing project management and support on cover mount distribution deals through PC World magazine and the commercial online services as well as other circulation projects as necessary. ***Location: San Francisco, CA***

Contact: N. McLaughlin, Fax: 415-442-1891, Phone: 415-978-3109, Email: noel_mclaughlin@pcworld.com

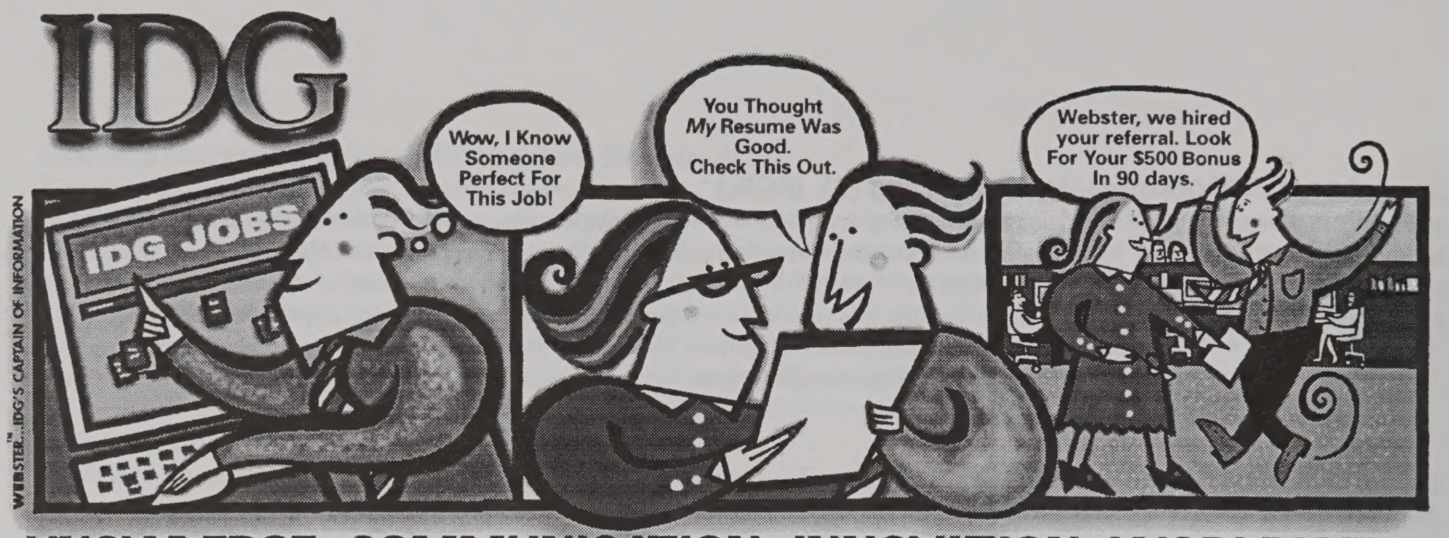
Account Manager (Publish)

Publish Magazine is seeking an Account Manager for our Mid-Western territory. The successful candidate will prospect, maintain, and grow the advertising space, while maintaining a professional and consistent performance in meeting advertising revenue. This position will service and maintain all advertising after the sale is made, including customer support, file maintenance, report generation, and credit clearance. Prior sales experience in the electronic publishing industry with a knowledge of its products, marketplace and the Mid-West territory highly desirable. ***Location: Chicago, IL***

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Places to find a complete listing of job opportunities across IDG:

1. **Lotus Notes - Job Opportunities Database**
2. **IDG Central - http://idgcentral.com**
3. **IDG Web Site - http://www.idg.com**
4. **Job Hotlines - Massachusetts: 508-935-4406**
   PCW/MAC/Publish: 418-978-3100
5. **The World Update on the last Monday of every month**


IDG
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.
WEBSTER™...IDG'S CAPTAIN OF INFORMATION

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize — $1,500 **Runner Up — $1,000**

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________________

Applicant's Name: ______________________________

Position referred to: ______________________________

Company Name: ______________________________

Referred by: (Employee Name) ______________________________

Company Name: ______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ______________________________
Company Name: ______________________________
Referred Employee: ______________________________
Company Name: ______________________________
Date of Hire: ______________________________
Ninety Day Date: ______________________________
Charged to BU/Department# ___-___-_____-50300-____
H.R. Signature: ______________________________
Bonus check to be given to: ______________________________
Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com — IDG Careers

FCW

continued from page 1

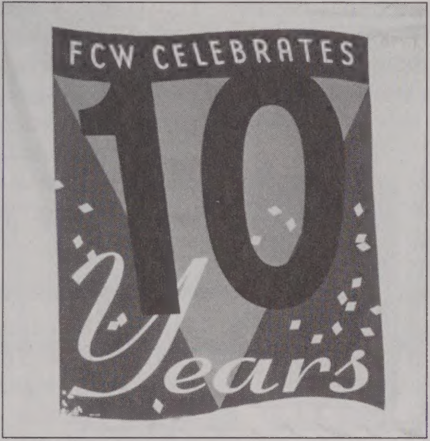
awards due to his efforts with the Youth Life Foundation, including being named the 1996 NFL Man of the Year.

Since much of *Federal Computer Week*'s hard work has been dedicated to serving the Washington, D.C., IT community, the local charity seemed like an appropriate way to give back to the city it serves.

FCW became aware of the foundation after one its largest advertisers had a golf tournament last year to benefit the organization.

The 121 attendees, who each paid a $25 entry fee that went directly to the charity, enjoyed a buffet dinner, live entertainment, a silent auction, photo opportunities with Darrell Green and an on-site caricature artist. Twenty-eight *FCW* employees and their guests attended the event, as well as various invited guests from the federal IT industry and from the federal government.

FCW invited its clients and advertisers to donate items for the silent auction, and the Darrell Green foundation also solicited articles.



The donated auction items included an assortment of autographed sports memorabilia from well-known professional athletes along with items from federal IT industry companies, many of *FCW*'s biggest advertisers, as well as a host of local organizations.

Auction items included computer systems from Acer and Dunn Computers, a Gateway 2000 Palm Pilot organizer, a Hewlett-Packard DeskJet printer, a weekend for two at the Ritz-Carlton, two tickets to the Redskins season opener, a $100-plus bottle of port wine, golf lessons, cigars, and items signed by tennis star Andre Agassi, Dallas Cowboy Herschel Walker and the NBC *Today Show*'s Willard Scott.

> *"FCW always puts on a first-class event, and this is no exception. They always seem to attract the biggest names in the industry."*
>
> ***Terry Kelly of Terry Kelly Associates***

A basketball signed by several of the Chicago Bulls players, including Michael Jordan, Scottie Pippen and Dennis Rodman, was raffled off at the event and raised almost $500.

Event exceeded expectations

"The auction itself exceeded our expectations considerably, said **Doug Forshey**, director of marketing. "We were pleasantly surprised at the generosity of the federal IT industry for the items they contributed. We were also elated by the turnout for the event."

Forshey also noted that the last half hour of bidding became very intense and almost doubled the proceeds they had accumulated up until that point.

Attendees also seemed impressed with the event. "*FCW* always puts on a first-class event, and this is no exception. They always seem to attract the biggest names in the industry," said Terry Kelly of Terry Kelly Associates.

While *FCW* did not directly donate items, the publication made a lump sum donation of $10,000 at the event, as well as underwriting the entire evening. This donation, combined with another $11,000 raised from the raffle, auction and entry fees totaled the more than $21,000 given to the Darrell Green Youth Life Foundation.

"I was truly touched by the generosity and sincerity of the evening," Green said as he addressed the attendees at the end of the auction. "I would like to take this opportunity to thank the many people who came out to support our efforts."

The event was organized by **Kay Murray**, marketing event manager; Forshey; **Anne Saunders**, creative services manager; and **Jessica Savage**, marketing associate.

FCW's first issue on March 23, 1987, set the stage for the publication to become the leading provider of news and product information in the federal information technology market.

Over the past 10 years, FCW Government Technology Group's suite of products has expanded to include *Government Best Buys*, a monthly editorial supplement providing independent product reviews and tests for IT buyers; *civic.com*, a print/electronic hybrid magazine for state/local IT executives; fcw.com, the online guide to government IT; the Federal 100 Awards and dinner; and a host of highly regarded special reports. *FCW* also hosts the Government CIO Summit, a biannual high-level conference for CIOs throughout all levels of government. 🖳

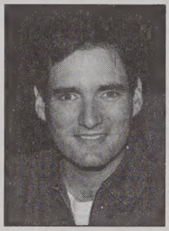
IDG CENTRAL IS WAITING FOR YOU

When was the last time you visited IDG's internal online resource? If it's been a while, you're missing out on the latest travel, human resource and IDG World Update news. Check it out at http://idgcentral.com. If you need a login and password, you can either apply at the site, or e-mail globalcomm@idg.com and request a login.

NOTEWORTHY

PROMOTIONS

IDC's **Bryan Donovan** has been promoted to analyst, IRS/CIA. "In addition to maintaining his analyst, account management role, Bryan will add personnel management and assume more formalized marketing duties," said Director of IRS/CIA **Dee Hatch**. "Given his excellent communication skills, knowledge of IDC products and dedication to providing quality internal and external customer service, I am confident that Bryan will continue to grow and to succeed within IDC."


IDG WORLD UPDATE

SIGGINS

CIO has recently promoted two employees. **Michael Siggins** has been promoted to associate art director. "In the three-plus years that Michael has been with *CIO*, he has continuously honed his project management skills. Working closely with his team members, he consistently produces great looking issues on time (or early)," said Group Director, Art and Design, **Mary Lester**. "Michael manages to juggle a challenging workload with an admirable tenacity and a wonderful sense of humor."

IDG WORLD UPDATE

MITCHELL

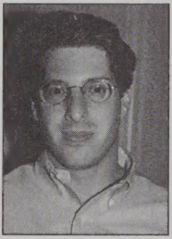
Terri Mitchell has been promoted to graphic designer. "Terri came to *CIO* from *Network World* in June of last year. In the year she's been here, she has knocked us out issue after issue, developing multiple layout solutions, turning in her pages ahead of schedule and then offering help to the rest of us with our deadlines," Lester said. "Her good-natured juggling style is a truly valued *CIO* asset."

Michele Peoples has been promoted to research manager for IDG Research Services Group. "This promotion is in recognition of Michele's high energy, customer-focused attitude and her considerable research skills. During the last year Michele has been instrumental in developing IDG Research Services online research capabilities resulting in faster, lower cost data collection for many IDG business units," said Director of Research **Janet King**. "Michele is a talented research professional and a valuable asset to the IDG Research team."

MESZAROS

Csaba Meszaros has recently been promoted to editor-in-chief of *PC World Hungary*. He joined IDG Hungary as the deputy editor-in-chief seven years ago. "Over the past years, Csaba played a great part in promoting *PC World* from a newly launched title to a leader in the Hungarian market in the IT magazine category," said Managing Director of IDG Hungary **Istvan Biro**. "His best features include technological professionalism and editorial excellence."

NEW EMPLOYEES


AMATRUDA

Robert Amatruda has joined IDC as a senior research analyst/storage. Robert comes to IDC from Cahners Publishing where he was an analyst. He has a B.A. in urban studies/public policy from Boston University and enjoys hiking and fishing.

Gregory Harney has been hired by *PC World* as an account representative working out of the Framingham, Mass., office. He previously worked for Softbank Comdex doing sales/event marketing of products. In his free time he enjoys golf and spending time with his 10-month-old daughter Emily and his wife Denese.

Kimberly Lyons has joined PC World Online as a business development associate. Kimberly will be responsible for new business plans, evaluating new market opportunities, compiling and analyzing Web site usage and other performance data. A recent Stanford University graduate, Kimberly has a B.A. in communication. Outside the office, she is a co-writer of "Class Notes" in the *Stanford Today* magazine.

VAN DUYN

Lynn Van Duyn has joined the IDG Books Worldwide office in Indianapolis as a credit specialist. In this position, Lynn will be responsible for collections. She has held similar credit/collections positions in previous employment.

HOM

Sharon Hom joined IDG Books in Foster City, Calif., as a reports coordinator in the finance department. Sharon is a recent graduate of San Francisco State University where she earned a B.S. in marketing with a minor in information systems. Prior to graduation she interned as a market research specialist for The Solution Industries. Outside the office, Sharon enjoys dancing, traveling, computers, going to the beach and reading.

Jeremy Friedman has joined IDC/LINK in New York as an intern in the home-based business division. Jeremy will be a senior at Harvard University this fall and enjoys basketball, golf and drawing. In May, he attended an ISC Management Symposium in Switzerland.

A Fluegelman intern, **Joseph Rigoli** has joined *Computerworld* as a research analyst. Joseph previously worked as an independent business consultant for a Boston law firm, Lawson and Weitzen. He has an M.B.A. from Suffolk University and a B.A. from St. Michael's College in Vermont. Joseph enjoys martial arts, reading, history and volunteering.

All business units are encouraged to send information and pictures for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Barbara Adamson - PC World

ELEVEN YEARS
Ralph Finos - IDC

TEN YEARS
Faith Marcello - Computerworld

NINE YEARS
Jim Shannon - InfoWorld
Caroline Craig - InfoWorld
Douglas McLeod - IDC

EIGHT YEARS
Carol Benioff - InfoWorld

SEVEN YEARS
Dana Kagno - IDC

SIX YEARS
Nihat Asik - IDG Turkey
Stephanie Legelis - CIO
Andreas Uiterwijk - FCW

FIVE YEARS
Eric Lam - IDG Hong Kong
Debra Becker - Network World
Lynda Fitzpatrick - IDC
Randy Perry - IDC

FOUR YEARS
Kazuyoshi Miura - IDC Japan
Metin Sozuer - IDG Turkey
Nancy Phua - IDG Singapore
Mohd Yasin - IDG Singapore

THREE YEARS
Pat Levenduski - IDG Books
Kathy Welton - IDG Books
Allison Behr - IDG Books
Cornelia King - IDG Books
Elinor Mills - IDG
Norma Charles - IDG
Peter Coen - Computerworld
Susan Davis - Computerworld
Rick Groves - Network World
Karoly Pokuta - IDG Hungary
Renate Regnet-Seebode - IDG Germany
Loren Loverde - IDC
Douglas Chandler - IDC

TWO YEARS
Yun Wang - InfoWorld
Dan Rowley - IDG Books
Ken Brown - IDG Books
Terry Somerson - IDG Books
Gareth Hancock - IDG Books
Carol Silbermann - IDG
Bruce Friedman - CIO
Nancy Dillion - Computerworld
Cheryl Stratton - Computerworld
Rashidah - IDG Singapore
Karen Blythe - IMS/EMEA
Olga Cristina Vianna - IDG Brazil
Tesla Coutinho Andrade - IDG Brazil
Mathew Mahoney - IDC/Govt.
Randal Giusto - IDC
Joan Young - IDC

ONE YEAR
Colleen Devereux - InfoWorld
Margaret Biggs - InfoWorld
Stuart McClure - InfoWorld
Oktay Ozger - IDG Turkey
Hatice Tarhan - IDG Turkey
Mustafa Sapmaz - IDG Turkey
Mary Sims - IDG Books
Bryan Stephenson - IDG Books
Emily Shanklin - IDG Books
Catherine Schmitz - IDG Books
Ruth Heine - Event Travel Services
Karen Zach - IMS
Daniella Wegmann - Computerworld
Thomas Mahowald - IDC
William Ganci - IDC
Julie Rietman - IDC/LINK

IDG's 14th Annual Employee Photo Calendar Contest

Once again, it's time to get out those cameras, dust off those photo albums and enter IDG's 14th annual International Photo Calendar Contest. All IDG employees are encouraged to submit photos and take a chance on having their masterpieces selected for inclusion in the 1998 Employee Photo Calendar.

Here's all you have to do:

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with your name, business unit and address, telephone and fax numbers and a photo title.
2. Submit photos as developed without retouching.
3. Entries must be received by **Monday, Sept. 15**. Please send your photos to: IDG World Update, 31 Milk Street, Suite 210, Boston, MA 02109, U.S.A. All photos will be returned. Any questions, please contact Penny Winn (penny_winn@idg.com) or Lori Montemurro (lori_montemurro@idg.com) or call: 617-423-9030.

CELEBRATING 10

Susan Collins

HOME: Franklin, Mass.

JOINED IDG: February 1985 as a copy editor for *Micro MarketWorld*. After *MMW* was closed I left the company for 22 months, then rejoined as an assistant features editor for *Network World* in November 1988.

CURRENT TITLE: Associate features editor, in charge of the Opinions section.

MOST CHALLENGING PART OF YOUR JOB: Consistently getting contributors to provide columns that are newsy, opinionated and provide advice to readers.

LATEST ACCOMPLISHMENT: Selling my house on my own after countless realtors told me I'd never be able to do it.

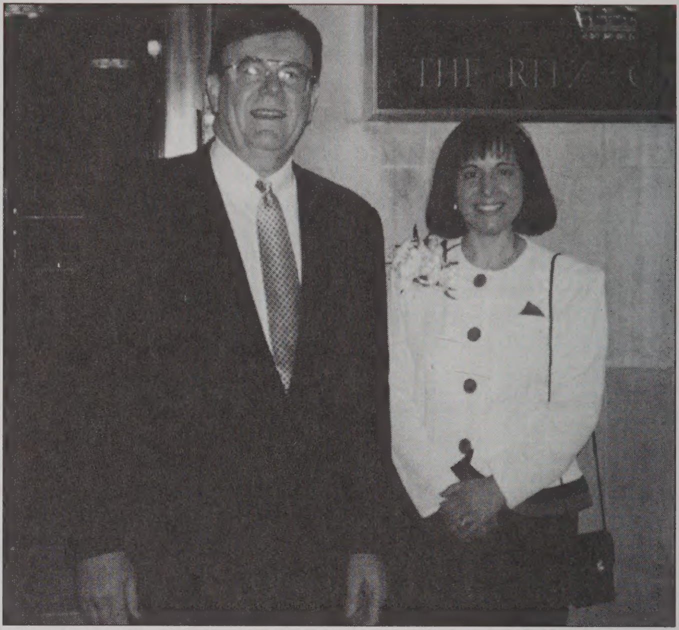
MOST MEMORABLE THING THAT'S EVER HAPPENED TO YOU AT WORK? Being in labor with my second son while at work. I wasn't concerned — the hospital where I was scheduled to deliver was actually a lot closer to the office than to my home!

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The great atmosphere, great people and especially the progressive attitude toward working mothers. The flexibility that's been accorded me has been outstanding and has made my life both in and outside the office so much more manageable.

INTERESTS OUTSIDE THE OFFICE: Reading (especially biographies and history), Irish music, Beatles trivia/memorabilia.

FAMILY: Husband Martin; sons Evan (4) and Justin (1).

MOST REWARDING THING YOU'VE EVER DONE? Being a mom. Nothing else comes close.



NETWORK WORLD'S SUSAN COLLINS JOINS IDG CHAIRMAN ***Pat McGovern*** *at Boston's Ritz-Carlton for a dinner celebrating her 10 years of service to the company.*

FAVORITE VACATION SPOT? Harwichport (Cape Cod), Mass.

DREAM DESTINATION: Travel with oceanographer Robert Ballard to the Titanic shipwreck site in the North Atlantic.

FANTASY JOB: President of the Titanic Historical Society. (I've been an amateur Titanic historian since childhood.)

MANAGER'S PROFILE: "Susan, in a nutshell, *is* our Opinions section. Week in and week out, she gets her stable of contributors to produce columns that make our readers stop and think about the key issues of the day. There never seems to be a hiccup in the process. She's the consummate professional and a pleasure to work with."

- ***Paul Desmond**, features editor, Network World*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 28

July 14, 1997

IDG MAGAZINE VERLAG LAUNCHES GAMES PUBLICATION IN GERMAN MARKET
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COMPUTERWORLD ENHANCES WEB SITE WITH LINK TO ELECTRONIC BOOKSTORE
PAGE 2

IW'S MINDY BLANKENSHIP WINS NETWORKING TRIVIA CONTEST
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

PC World European Meeting "Breaks Out" into New Areas

MOST OF THE 75 ATTENDEES AT THE RECENT PC WORLD EUROPEAN PRODUCT LINE *meeting in Amsterdam gather for a photo.*

A new format aided in the successful sharing of information and ideas at the PC World European Product Line Meeting held May 20-22 in Amsterdam, The Netherlands.

The recent meeting exceeded its goal of providing a forum for networking between *PC World* product line members as the 75 attendees from 18 countries shared a number of new ideas, experiences and created several action items to be followed up on throughout the year.

For the first time, the product line meeting scheduled "break-out" groups where on the second day of the meeting, editors, circulation/marketing managers and salespeople/publishers (or people interested in those respective areas) met separately to discuss the issues specific to those individual areas.

Angie Weber, business analyst, PC World Online Services Group, and manager of the PC World Global Product Support Center, said this new for-

• CONTINUED PAGE 5 •

IT Recruiters Flock to *Computerworld* Conference

Underscoring the highly competitive market for hiring skilled IT professionals, technical recruiters turned out in record numbers for Computerworld's Sixth Annual Corporate Technical Recruiting Conference. Held last month in San Antonio, Texas, the four-day conference attracted some 500 recruiters from corporations and industries across the U.S., who came to explore the issues, trends and challenges associated with hiring IT talent today.

> *"The folks who work behind the scenes are the unsung heroes of this endeavor."*
>
> **John Corrigan**

"The continuing critical shortage of skilled technical professionals has created a great need for recruiters to know the latest strategies in hiring and retaining technical talent," said **Derek Hulitzky**, director of marketing, Professional Development Group at CW.

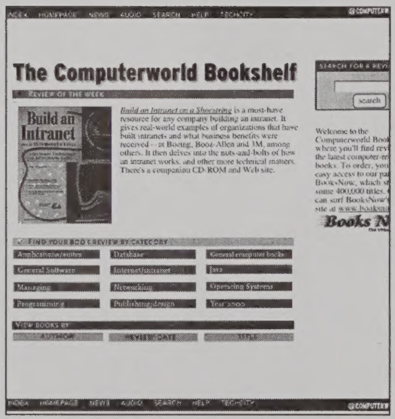
• CONTINUED PAGE 4 •

IN BRIEF

Computerworld Enhances Web Site with New Electronic Bookstore

Computerworld recently added an online bookstore as a feature on its @Computerworld (http://www.computerworld.com) Web site that lets users check out reviews of computer-related books as well as purchase books at a discounted rate.

Located in the site's Professional Services area, The Computerworld Bookshelf allows users to access reviews of computer-related books, including a featured review of the week as well as an archive of past reviews. Recently reviewed books on the site include *Microsoft Office 97 Developer's Handbook* by Christine Solomon and *Intranet Document Management, A Guide for Webmasters and Content Providers* by Joan Bannan.



Build an Intranet on a Shoestring is a must-have resource for any company building an intranet. It gives real-world examples of organizations that have built intranets and what business benefits were received -- at Boeing, Booz-Allen and 3M, among others. It then delves into the nuts-and-bolts of how an intranet works, and other more technical matters. There's a companion CD-ROM and Web site.

Welcome to the
Computerworld Book
where you'll find rev
the latest computer-re
books. To order, you
easy access to our pa
Books-Now, which s
some 400,000 titles.
can surf BooksNow's
site at www.booksn

The bookshelf offers an enhanced search engine for specific IT categories, such as Year 2000, Internet/intranet and Java and programming, with the option to search by title, review date or author.

The majority of the reviews are written by *Computerworld* staff. While most reviews are taken from the print publication, some are written specifically for the Web site. Computerworld Online Editor **Johanna Ambrosio** said she adds five to 10 new reviews every two weeks.

Below-retail prices

In addition, through a partnership with Books Now, an electronic bookstore, @Com-puterworld users can purchase books electronically at below-retail prices. The Computerworld Bookshelf offers a secure venue for purchasing books over the Internet and provides easy access to Books Now, which stocks more than 400,000 titles. Books Now's customer service center provides users with information concerning ordering, shipping payment and who to contact for assistance with purchases.

"The Computerworld Bookshelf is just one of a series of ongoing changes that *Computerworld* is instituting to bring more value to its viewers, helping them stay on top of the fast-changing IT industry," said Vice President and General Manager of @Computerworld **Rich Mikita**.

IDG Magazine Enters German Entertainment Arena with *GameStar*

IDG Magazine Verlag GmbH in Munich has plans to expand its offerings and publish a new, high-quality computer games magazine, *GameStar*.

IDG Verlag AG recently established a subsidiary, IDG Entertainment Verlag GmbH, specifically for the purpose of publishing this new magazine.

Since game publications have their own laws, different target groups and require other publishing skills, the decision was made to create IDG Entertainment Verlag, according to Assistant General Manager of IDG Magazine Verlag **Beate Kawalec**.

General Manager of IDG Magazine Verlag **York von Heimburg** will head the subsidiary.

Possible E3

In addition to publishing *GameStar*, the new group is considering various other projects, including the possibility of producing an E3 gaming conference in Germany.

GameStar is scheduled to debut this fall with an initial circulation of 300,000. The publication will be geared toward 14- to 28-year olds and include a high-quality CD-ROM.

GameStar, which will be published monthly, will include news, tips, tricks and reviews and tests of games. Similar to the *PC Welt* logo, *GameStar* will feature a distinctive white logo on a blue background.

Kawalec said *GameStar* will cooperate with the U.S. *PC Games*, but that 90% of the content will be locally produced.

The magazine will have its own editorial and sales staff which is already being assembled. **Jorg Langer**, editor-in-chief of *GameStar*, has secured some of the best gaming gurus in the local market, including **Charles Glimm**, managing editor, previously at *Pl@net* and *PC Player*; and **Toni Schwaiger**, in charge of CD-ROM video production, previously at *ST Magazin*, *TOS* and *PC Player*.

Stephan Scherzer, who is already responsible for *Macwelt* and Macworld & Publishing Expo at IDG, will serve as publisher. **Uwe Kielmann**, formerly advertising sales manager for brand-name articles at *PC Welt*, will serve as advertising manager.

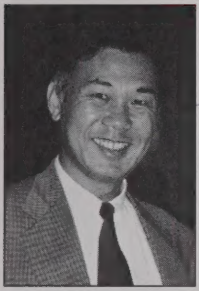
IDG's licensee in Germany is divided into two groups.

IDG Magazine Verlag GmbH currently publishes *Macwelt* and *PC Welt* magazines.

Computerwoche Verlag AG, also in Munich, publishes *Computerwoche* (Computerworld) and *ComputerPartner*.

For more information about GameStar advertising, contact Uwe Kielmann at tel: +49-89-36086-288. All other GameStar inquiries may be directed to Stephan Scherzer at tel: +49-89-36086-174; fax: +49-89-38086-267.

ON LINE



KENJI MUTO

IDC Japan's president is this week's columnist. Part 1 of his column appeared last week.

Q Who does IDC compete with locally, and how does IDC stack up against those competitors?

A IDC Japan is recognized as an excellent market research company with respect to foreign IT market research. In addition to this, we have been succeeding over the last few years in creating a strong reputation for domestic research. The press expresses much interest in our research results and analysts' comments. They are always asking for IDC's comments whenever a large movement is seen in the IT market.

There exist three major research companies that compete against IDC Japan: The Gartner Group (which includes Dataquest), Nomura Research and Yano Research.

Gartner/Dataquest is our strongest competitor in IT-related research and consulting. They have a staff of 44, and total sales of 1.250 billion yen in 1996 (of which DQ accounts for 1 billion yen). Within Dataquest, semiconductor research and systems research account for 400 million yen and 600 million yen, respectively.

Nomura Research centers around system integration and some IT research. They have more than 2,500 employees. Total sales in 1996 reached 125.4 billion yen, with 300 million to 400 million yen going to IT research. Nomura is focused on custom consulting, semiconductors and peripherals.

Yano covers not only the IT market but also other general industry markets as well. They have more than 200 employees, and had total sales of 3.2 billion yen in 1996. Sales of reports generate the most revenue. IT-related research generates some 200 million to 300 million yen. Yano is strong in screen research (LCD, PDP, etc.) and peripherals.

What are your goals and strategies for future success with IDC Japan?

The goal is to have IDC Japan become the top IT market research company in Japan. Between 1999 and 2000, we will exceed Dataquest sales in Japan. To achieve this goal, we have to know more about our clients' interests and needs, their buying patterns, reasons for purchases made, and how much they are willing to spend. IDC Japan is going to build such marketing database tools beginning in FY98, together with enhancing our research staff resources and capabilities.

Also, our name recognition in Japan is still somewhat low. I want to bring the awareness level up. I not only want to have an impact on the IT industry but on the end-user community as well.

Are there any particular challenges you encounter in running a Japanese subsidiary of an American company?

The biggest challenge is trying to narrow the communication gap between the IDC Japan office and IDC's international offices. The cultural differences, for example, the Japanese emphasis on being polite and non-confrontational in business negotiations often misleads international offices to act more aggressively. As IDC as a whole becomes even more international, mutual understanding and respect become more important as a key success factor. Also IDC Japan, as the subsidiary of a U.S. company, must battle with balancing the local culture's business practices (i.e. focusing on total company performance, the handling of clients and research, etc.) along with the U.S.'s group/individual performance output measurements, etc.

How visible is Softbank in Japan? Are they respected and well-regarded?

Generally, Softbank is recognized as a publisher of computer-related magazines and books. They publish 15 magazines and many computer-related books in Japan. Mr. Sohn, the president of Softbank, is frequently in the news. Being a young CEO of a Japanese venture company, he draws much attention — to the point of being compared sometimes to [Microsoft CEO] Bill Gates. Recently, Softbank started investing in J Sky B with Rupert Murdoch, News Corp., and is eager to expand its business to include multimedia ventures.

What are the three biggest trends in the Japanese IT market at this time?

1) Intranet penetration with WindowsNT integration from end users in enterprise companies in IT market.

2) Increased interest in digital TV.

3) Internet TV.

If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!

- **Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you liked — or didn't like — in this newsletter?**

Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

COMPUTERWORLD

continued from page 1

Speaker presentations covered such topics as Year 2000 recruiting issues, Internet recruiting strategies, sourcing and proactive recruitment techniques, strategic staffing, imigration issues and candidate selection. The Consulting Forum addressed issues recruiters face in a consulting firm and provided an overview of the structure, relationships and roles of their firms. The Town Hall Forum, moderated by **John Corrigan**, vice president, Computerworld Professional Development Group, provided an open forum for discussion of two important recruiting topics: the counteroffer and closing a candidate.

"No longer are sports figures the only folks commanding big signing bonuses," Corrigan said. When he asked for a show of hands indicating how many recruiters had offered signing bonuses in excess of $25,000 in the last year, "lots of hands were still raised," Corrigan said.

Computerworld's Technical Recruiting Conference, the largest event of its kind, is the result of a great deal of hard work by a number of people, Corrigan noted. The staff works closely with Price Lampert Associates to organize the conference, which this year, featured 27 exhibitors, up from just three six years ago. "Putting together a conference of this magnitude is a very difficult thing to do," Corrigan said. "The folks who work behind the scenes, putting in the 17-hour days to make sure every logistical step is handled, they are the unsung heroes of this endeavor."

BEHIND-THE-SCENES TEAM. *The hard-working group responsible for putting together Computerworld's Technical Recruiters' Conference includes (front row left to right):* ***Jean Kolak-Mercer****, Danielle Wurster, Jessie Meier, and* ***Cindy Delany****. Top row, left to right: Leslie Price, Avis Lampert,* ***Lisa McGrath*** *and Linda Bennett.*

The group responsible for organizing the event includes Computerworld staff: Sales Coordinator **Lisa McGrath**, Marketing Specialist **Jean Kolak-Mercer** and Operations Director **Cindy Delany**. Price Lampert staff working on the project include: Leslie Price, Avis Lampert, Linda Bennett, Danielle Wurster and Jessie Meier.

A series of one-day conferences will be held later this year in Chicago, Washington, D.C., Massachusetts, Los Angeles and Denver. Next year's main event will take place in Orlando, Fla., May 17-20. For more information, contact: Jean Kolak-Mercer at: 800-343-6474.

PC World Honors IT Vendors at PC Expo Awards Ceremony

For the 15th consecutive year, *PC World* bestowed its PC World World Class Awards on innovators in the IT marketplace. Held at last month's PC Expo in New York, the 1997 awards ceremony featured more than 40 companies, which took home a total of 85 awards in 83 hardware, software and Internet categories. Winners are determined by an annual poll conducted among a panel of industry experts, user group presidents and *PC World* editors and subscribers.

At right, *PC World* VP, Editorial Director **Phil Lemmons** presents a PC World 1997 World Class Award to appropriately attired "surfers" from AT&T. The company was honored for its WorldNet product, which won in the category of Best Internet Service Provider. A complete list of winners appears in the July issue.

Job Opportunities
Monday, July 14, 1997

Copy Editor (CIO)
CIO is seeking a talented Copy Editor to join its editorial staff. As Copy Editor your responsibilities will include: editing copy for style, clarity and correctness; proofreading materials at various stages of production; working with copy chief and art department to coordinate copy traffic and writing occasional short items. Ideal candidates will posses two years of copy-editing experience, preferably at a magazine; the ability to handle multiple tasks at once and excellent prioritization skills. Efficiency and attention to detail a must. Familiarity with business and technology issues is a plus, as are experience with Macintosh Word, Quark, e-mail and online technologies. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Features Editor (CIO)
The individual in this position will be responsible for editing copy for content, organization, clarity, and completeness. The Features Editor will work closely with in-house and freelance writers on story development, direction, and focus, assist in the idea-generation process, and write occasional short items. Three years of feature editing experience is required. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Features Writer (CIO)
You will be responsible for writing feature articles and other shorter items; working closely with editors on story development, direction and focus; assisting in the idea-generation process and attending media events. Ideal candidates will possess a college degree and 2-3 years of feature writing experience. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

IS Support Specialist (CIO)
CIO is seeking a highly motivated and enthusiastic IS Support Specialist to join its IS department. In this position you will assist with the deployment and administration of enterprise wide technologies and services. You will identify and work to resolve application and systems problems. Ideal candidates will possess 1-3 years PC and Mac support. Experience supporting Windows '95, Apple OS, cc:mail, MS Office, Lotus Notes and remote communication technologies. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Eastern Regional Director, Custom Publications (CW)
Computerworld is looking for a sales professional to work in tandem with regional sales teams to develop and sell "custom" publication programs and sponsorships of CW based events. In addition, this person will drive the sales effort on the "multi-sponsored" papers on the Custom Publications Editorial Calendar. Candidates should posses 3+ years of experience in a publishing sales environment. ***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Web Editor (CIO)
CIO Communications is seeking a senior-level writer/editor for CIO.COM. In this position you will be responsible for overseeing the researching, writing and editing of the content for the Web site. You will work with content writers/editors to determine and develop content suitable for the Web site. Requirements: 5+ years journalism experience, 2+ years Web-technology experience, supervisory experience a plus.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Account Executive (CW)
Computerworld has an opportunity for a strong Account Executive in the Rochelle Park office. The Account Executive's primary goals are to increase revenues, yields and market share by developing existing 2nd and 3rd tier accounts while prospecting for new business. Successful Account Executives will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individuals in these positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should understand the dynamics of interpreting and responding to market share reports and other territory data and must be able to prepare and execute presentations and special promotions independently. 1-3 years of proven ad sales experience is required. ***Location: Rochelle Park, NJ***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Account Executive (CW)
Computerworld has an opportunity for a strong Account Executive in the Burlingame office. The Account Executive's primary goals are to increase revenues, yields, and market share by developing existing 2nd and 3rd tier accounts while prospecting for new business. Successful Account Executives will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individuals in these positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should understand the dynamics of interpreting and responding to market share reports and other territory data and must be able to prepare and execute presentations and special promotions independently. 1-3 years of proven ad sales experience is required. ***Location: Burlingame, CA***
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Channel Programmer (half-time) (IDG.net)

Experienced web programmer to create code for "push" and browser-based channels for IDG.net. Location: San Francisco, CA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Lead Programmer (IDG.net)

Experienced senior programmer with expertise in Java and C++, and experience developing complex, enterprise-level Web applications. Familiarity with database implementations in Web applications essential. Requires self-starter with entrepreneurial nature, ability to lead others.
Location: San Francisco, CA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Programmer (IDG.net)

Web database programmer with one-two years experience. Familiarity with Oracle preferred. Administrative experience helpful.
Location: San Francisco, CA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

System Administrator (half-time) (IDG.net)

Experience with Solaris and NT preferred. Programming skills helpful. Must be willing to be "on call" for system emergencies.
Location: San Francisco, CA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Technical Director (IDG.net)

Direct Technology strategy, development and system operations of IDG.net. Responsibilities include identifying and evaluating new technologies; building technology acquisition, development and integration strategy, in accordance with the overall strategic direction of the site; managing development and system administration team; establishing and managing external contractor and outsourcing relationships as needed. Requires significant experience managing technology development for complex, enterprise-level, web-based systems.
Location: San Francisco, CA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Administrative Assistant (IDG/B)

Responsibilities include general administrative support involving basics of filing, faxing, photocopying, phones, word processing, and spreadsheets. Must have excellent organizational skills and ability to prioritize and work independently. Responsible for keeping the Publishing Director's schedule and communication with all levels of staff. Strong computer background including computer terminology with thorough knowledge of Microsoft office applications and Email. ***Location: Foster City, CA***
Contact: A. Patton, Fax: 415-655-3206, Phone: 415-655-3230, Email: apatton@idgbooks.com

Receptionist (IDG/B)

Will greet business partners and applicants. Will answer, transfer, and screen phone calls. Handle correspondence (any incoming packages from a courier) and receive and route faxes. Maintain company phone lists. Manage facility maintenance concerns and address cleaning concerns. Will also be responsible for managing the conference rooms for the entire building. Requires a minimum of 2 years experience in a receptionist position with a multi-line phone system. Should be IBM-PC proficient with working knowledge of Excel and MS Word. Must have strong interpersonal skills, flexibility and the ability to multitask. ***Location: Indianapolis, IN***
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: mboese@idgbooks.com

Acquisitions Editor/Executive Editor, Dummies Press (IDG/B)

Position oversees all acquisition, research development, editorial, production, sales, and marketing relative to specific product lines. Will develop author relationships, determine market needs, prepared product plans, interact with the editorial team, present at sales meetings. Qualifications include minimum 2 years acquisitions experience and trade book publishing experience. ***Location: Chicago, IL***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Sr. Executive Editor, Dummies Press (IDG/B)

Responsible for relevant categories acquisitions, implementation of strategies, and achievement of financial results. Will work closely with Editorial and Acquisitions teams in developing new series, will oversee market research, will build author and external industry relationships. Position also involves managing all activities of Acquisitions Editor and Editorial Assistant. Qualifications include staff management experience, trade book publishing experience and a minimum of 4 years of acquisitions experience. ***Location: Chicago, IL***
Contact: J. Maroney, Fax: 317-596-5240, Phone: 317-596-5222, Email: jmaroney@idgbooks.com

Royalty Accountant (IDG/B)

Will draft and administer royalty/contract policies and procedures, review all author contracts and amendments, provide finance feedback to publishers including proofreading and obtaining legal approval of non standard clauses. Responsible for processing monthly author royalty statements, maintaining the integrity of the royalty databases and report templates, and handling requests for royalty information from authors, agents, sales, and presses. Handle all subsidiary rights. Minimum of 3 years experience in accounting. Must be computer literate with experience in spreadsheets, word processing, and databases. Familiarity with contracts, author royalties and/or subsidiary rights a plus. ***Location: Foster City, CA***
Contact: A. Patton, Fax: 415-655-3206, Phone: 415-655-3230, Email: apatton@idgbooks.com

PC Support Specialist (IFW)

Two to three years hands-on PC end-user support. Must have anin-depth knowledge of MS DOS, System 7, Windows 3.1 and Windows 95. Must have experience on a Novell LAN and must have an excellent working knowledge of all software packages supported by the IS department. This person should have excellent interpersonal and problem-solving skills, be incredibly resourceful, have the ability to work well as a member of a team, have the ability to multitask, and above all, have a desire to work in a fast-paced challenging environment. ***Location: San Mateo, CA***
Contact: S. Moore, Fax: 415-312-0668, Phone: 415-312-0631, Email: sara_moore@infoworld.com

HTML Production - Contract Position (IMS)

IDG's Marketing Services is looking for a HTML production coder. The coder will work closely with the Webmaster and designer to develop and establish a new website to be launched this fall. This is a contract position which could lead to a permanent position. Candidate must be a self-motivated, team-oriented player. Must have 1-2 years solid HTML production work on websites and be familiar with production processes. Must also be fluent in latest HTML standards and knowledgeable in the latest in multimedia technology (i.e., shockwave, javascript, etc.) Send URLs and resume to webmaster@idg.com. ***Location: San Francisco, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Web Designer (IMS)

IDG's Marketing Services is looking for a good web (graphic) designer. The designer will work closely with the webmaster and html production person to develop the visual presence for several web sites. Ideal candidate will be a self-motivated and team-oriented. Candidate must have 1-2 years solid design experience on the web including strong skills in visual problem-solving. Must be fluent in web graphics programs, be knowledgeable in latest html standards. Previous experience designing and maintaining a website is a must and visual familiarity with the latest in multimedia technology (i.e., shockwave, javascript, etc.) Send URLs and resume to webmaster@idg.com. ***Location: San Francisco, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

West Coast Correspondent (IPS)

IDG's daily, international news service seeks an experienced, high-energy journalist to cover the U.S. computer and communications markets in our San Francisco bureau. Wide ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with a uniquely global perspective. Frequent domestic and some overseas travel will be required. The ideal candidate has a good command of AP-style news-writing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum - from hand-held computers to mainframe systems and from PC LANs to global voice/data networks. Strong computer skills and experience using a notebook PC in a remote computing environment would also be a plus. A second language is a plus. ***Location: San Francisco, CA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Newsstand Sales Manager (PC Games)

Looking for a dynamic, highly self-motivated individual to manage retail sales, marketing, distribution, and promotion for PC Games magazine. Requires 3+ years related experience. Must possess superior communication skills combined with strong analytical abilities, computer skills and be sales/marketing savvy. Ability to prepare/maintain budgets and develop and sustain strong relationships with multiple distributors, retailers and other key vendors is essential. ***Location: San Mateo, CA***
Contact: M. Newlin, Fax: 415-349-5279, Phone: 415-286-2509, Email: mnewlin@pcgames.com

Senior Editor, News (IFW)

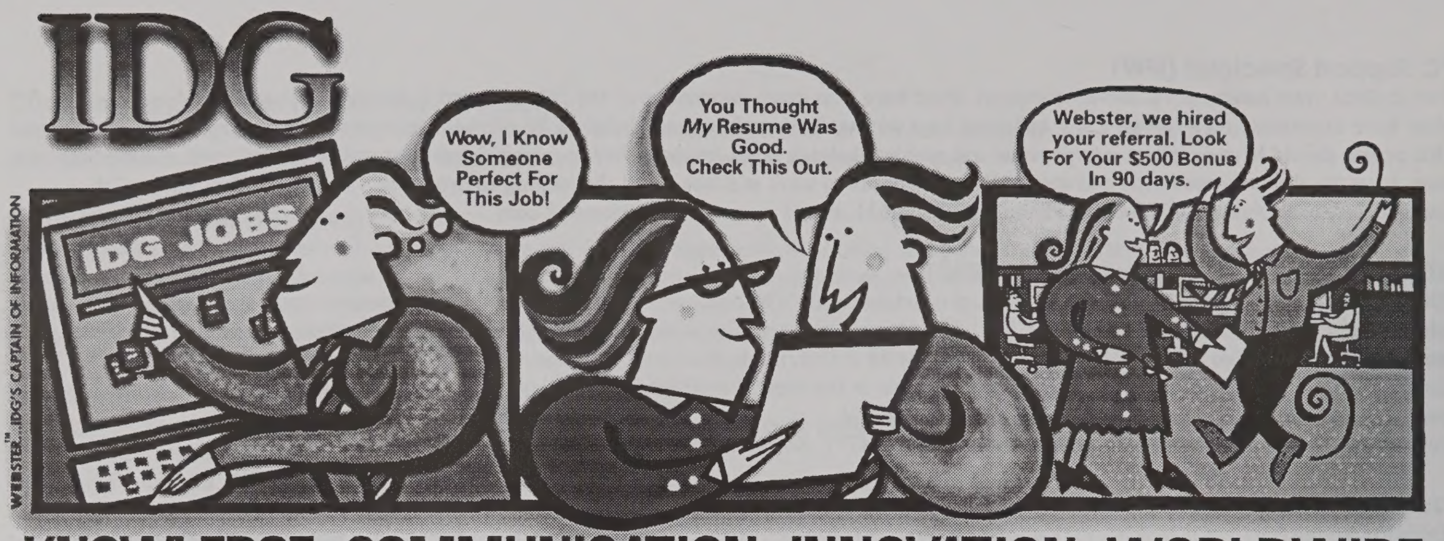
InfoWorld seeks a seasoned computer technology senior editor to edit and write articles, stories, and features for our News Department. Successful candidates must have experience covering Internet technologies. This position requires at least four years experience in information technology reporting and editing at a daily newspaper or for a computer trade publication. ***Location: San Mateo, CA***
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Reporter or Senior Writer, News (IFW)

InfoWorld is looking for an energetic senior writer to cover Web server technologies and the ways they are implemented in business. All candidates must have a keen interest in the technology and in breaking news in a fast-paced environment. A minimum requirement is a journalism or English major and some exposure/experience in the computer industry. For Senior Writers, 2 years of high-tech reporting experience either at a daily newspaper or for a computer trade publication is a must. ***Location: San Mateo, CA***
Contact: S. Barnes, Fax: 415-312-0668, Phone: 415-525-3464, Email: sara_barnes@infoworld.com

Sales Associate (IFW)

InfoWorld is seeking a sales associate who will provide support in our San Mateo office for a Regional Sales Manager. Working as part of a team, you will maintain sales/prospect databases, conduct analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Manager. In this fast paced competitive environment, an ability to work independently as well as part of a team are important. Computer skills: Word, Excel, and PowerPoint are necessary. ***Location: San Mateo, CA***
Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com


IDG
WEBSTER™...IDG'S CAPTAIN OF INFORMATION
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize — $1,500 **Runner Up** — $1,000

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________________

Applicant's Name: ______________________________

Position referred to: ______________________________

Company Name: ______________________________

Referred by: (Employee Name) ______________________________

Company Name: ______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ______________________________

Company Name: ______________________________

Referred Employee: ______________________________

Company Name: ______________________________

Date of Hire: ______________________________

Ninety Day Date: ______________________________

Charged to BU/Department# ____-___-_____-50300-___

H.R. Signature: ______________________________

Bonus check to be given to: ______________________________

Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com — IDG Careers

Volume 2, Number 7 July 14, 1997

IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

Bonus Plan Encourages Employees to Refer Candidates

Do you know someone that would fit perfectly into a position at IDG? If so, then you could be eligible for a $500 bonus. IDG's Employee Referral Bonus Plan rewards employees for referring job candidates that get hired by participating IDG business units.

With a tight job market, good talent can be hard to find. But with the help of each employee's own network of friends, relatives and acquaintances, the recruiting process can become much easier, and that is very important especially since IDG's population has grown 20% over last year, and many business units are still growing at a furious pace.

The employee referral plan is one of the most successful recruiting methods at IDG. Since Jan. 1, IDG has hired 82 employees as a result of the plan. IDG Books Worldwide has used the employee referral plan 35 times so far this year. Other business units that have hired employees from the referral plan include: Network World, PC World, IDC, Computerworld, Connell Communications, InfoWorld, PC Games, Macworld, IDG Marketing Services, CIO, GamePro, Federal Computer Week and IDC/LINK. Contact your HR representative for a complete list of participating business units.

So now you know how the employee referral bonus plan helps IDG. But what's in it for you?

You will receive a $500 bonus for each referral that results in a regular full-time or part-time hire within the participating business units. You will receive a $200 bonus for casual part-time referrals working a minimum of 20 hours per week. (Business units may elect not to participate for part-time hires.) With two successful referrals, you will be entered into the year-end drawing for the grand prize of $1,500 and the runner-up prize of $1,000. The 1996 Referral Program grand prize winner was **Rich Bastas** from CIO Communications.

HOW DO I REFER SOMEONE?

IDG's recruiting activities focus on finding creative, innovative and business-minded individuals to fill hundreds of varied jobs at the company's many business units. If you know someone who fits this description, contact your Human Resources representative to obtain an Employee Referral Bonus Plan form. Fill it out, attach it to the candidate's resume and pass both items along to the contact listed for the open position or your HR representative.

For more information about the IDG Employee Referral Bonus Plan, please contact ***Christine Moloney*** *on Lotus Notes; tel: 508-935-4721; fax: 508-935-4600; christine_moloney@idg.com.*

IDG EMPLOYEE REFERRAL BONUS PLAN RULES

- **You may be an employee of any IDG division to participate, however you only receive the bonus if you refer someone to a division that participates in the program.**
- **Referrals must be submitted to HR by the employee on a referral form attached to the resume or application.**
- **Before the candidate is considered for the position, HR must have the completed referral form.**
- **The bonus will be paid after the new employee is on the payroll for 90 calendar days.**
- **There is no limit to the number of referrals an employee can make.**
- **No awards will be made for transfers, temporary or contract hires.**
- **If you refer a rehire, you are eligible to receive a bonus if one year has lapsed since the employee's termination.**
- **Hiring managers are not eligible for referral bonuses within their own department.**
- **Human Resources department members are not eligible to participate in the program.**
- **In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.**
- **Employees must submit a referral for each new position a candidate is considered for.**
- **In the case of discrepancies, Human Resources will make the final decision.**

TRAVEL UPDATE

United Airlines Announces Seat Release Policy

Effective June 1, United Airlines announced that all pre-assigned seat assignments will be subject to release 20 minutes prior to departure if unclaimed when traveling domestically; 30 minutes prior to departure on flights from Canada, Hawaii, Mexico and the Caribbean; and 45 minutes prior to/from all other international points.

Amex Membership Miles Fee Hikes

American Express' Membership Miles will increase its membership fee effective Aug. 1 from $50 to $75. For all current members, the fee will increase at the time of renewal following Aug. 1. If you have any questions, contact the Membership Miles Award Program customer service department at 1-800-297-1095.

America West Offers Summer/Fall Bargain Fares

From now through Nov. 16, America West is offering discount fares on many popular routes beginning as low as $99 based on a round-trip purchase. Examples include Boston-Chicago $119, Atlanta-Los Angeles $149, and New York-Phoenix $164. Tickets must be purchased within 72 hours of making reservations and are subject to restrictions.

America West will also offer Boston-Phoenix nonstop flights starting Sept. 4, with two daily nonstop flights from each city; flights will depart Boston at 12:19 p.m. and 5:29 p.m. and leave from Phoenix at 5:15 p.m. and 10:46 p.m.

Hotel Rates Rise in Top 25 U.S. Markets

Hotel prices in the top 25 U.S. markets have increased an average of 6.8%, according to a study done by Coopers and Lybrand. San Francisco leads this increase trend, up 14.5% this quarter vs. the same period last year. Also in the top 10 for rate hikes are New York, San Diego, Chicago, Los Angeles and Philadelphia.

Washington National Airport to Open New Terminal

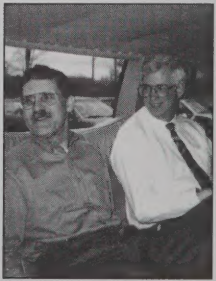
Washington National Airport will open a new terminal July 27, replacing the converted hanger that has served as an interim terminal for many years. By the end of 1997, the Delta Air Lines and US Airways shuttles will move to the new terminal, and all 35 of the new boarding gates will be operational by mid-1998. Northwest, TWA and Midway will occupy the shuttles' old quarters in the historic main terminal.

TWA Fare Sale Sets Cost by Distance Flown

For travel between July 3 and Nov. 16 throughout North America, TWA will offer discount fares that are based on distance alone. Round-trip fares start from $198 (St. Louis to Milwaukee) and go up to $348 for a cross-country trip of 2,500-2,999 miles (New York to San Francisco). Please note: Sale fares are subject to availability, are non-refundable and restrictions do apply.

Roll Out the Red Carpet for IDC Staff

To encourage a high response rate in the 1997 Employee Survey, IDC held the 100% Response Rate Raffle — The Red Carpet Treatment. All departments within IDC that had a 100% response rate were entered into a raffle to win a luncheon at Vinny Testa's restaurant in Natick, Mass., complete with limo service to and from the restaurant. The Software Group was the lucky winner. Three stretch limos picked the group up from IDC on April 25. Members of the group (not all of whom were able to attend the lunch) include: **Clare Gillan**, **Mary Wardley**, **Judy Hodges**, **Henry Morris**, **Dennis Byron**, **Sandra Rogers**, **Tom Harris**, **Dan Kusnetzky**, **Ed Acly**, **Paul Mason**, **Steve Hendrick**, **Dick Heiman**, **Jeff Kinz**, **Evan Quinn**, **Steve McClure**, **Steve Garone**, **Carey Azzara**, **Bob McCullough**, **Gary Ingram**, **Carl Olofson** and **Jean Bozman**.



THE SOFTWARE *Group enjoys its limo ride. Above: left to right:* ***Henry Morris, Jeff Kinz, Steve Garone, Monica Parekh, Jackie McDonald*** *and* ***Mary Wardley****. At right:* ***Paul Mason*** *(left) and* ***Tom Harris****.*

InfoWorld Employees Go the Distance

THREE FOR THE ROAD: *InfoWorld employees* ***Clark Morey, Cy Lucas*** *and* ***Tom O'Brien*** *go the distance in the Wildflower Triathlon in Lake San Antonio, Calif.*

Wearing T-shirts emblazoned with the *InfoWorld* logo, three *InfoWorld* employees recently put their office camaraderie to the test.

Clark Morey, **Cy Lucas** and **Tom O'Brien**, all InfoMarket account managers, participated in — and completed — the Wildflower Triathlon Festival on May 4 in Lake San Antonio, Calif.

The yearly event consists of a 1/4-mile swim, an 11-mile bike ride and a two-mile run.

While this year's winner finished in 53 minutes, Clark, Cy and Tom made respectable showings with Clark coming it at 1 hour, 14 minutes, Tom a step behind him with 1 hour and 15 minutes and Cy, well, in Tom's words, "Cy took a little bit longer."

Clark, who already had one triathlon under his belt before the Wildflower, encouraged his colleagues to join him in the race. Though Tom and Clark trained for three months before the event, "No matter what, you can never be fully prepared," Tom said.

It was the first triathlon for Cy and Tom, and Tom says he is hooked and is looking to compete again in the fall.

"We'll aspire to do bigger and better triathlons in the future," Tom said.

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

IDG WORLD UPDATE's MARKETPLACE

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

HOUSE EXCHANGES

BIRTHS

FOR SALE

• **1996 Honda Accord LX Coupe.** Black, auto, 24K miles, excellent condition. Asking $16K. Must sell ASAP.

— Chris Sears, *NW*, 508-820-7423

• **1987 Chevy 2x4 Pickup.** 98K miles, blue/silver exterior, dark blue interior. Two-door, automatic transmission. Very good condition, always garaged, used very little in the past four years. New exhaust, catalytic converter, new Goodyear Wrangler tires, new Monroe Sensa-trac truck shocks, recent spark plugs and wires. Oil changed every three months by owner. Spare tire under the bed with jack. Engine is 4.3 liter V6 with throttle body injection. Basic, full-size Chevy truck. Power steering and automatic transmission. Bench style vinyl seat with no tears or damage. AM/FM works fine. Maintained for long-term ownership. $3,200 or best offer.

— Nancy Kowal, *CW*, 508-429-2334

• **1989 Jeep Comanche 4x4 Pickup.** Fire engine red, short-bed sport truck with roll bar. 4.0 liter slant-six engine, 5-speed manual transmission with fuel injection, air conditioning, bucket seats, CD player/AM-FM stereo, four new Tiger Paw tires, full-sized spare. New radiator. Well cared for with oil changes every 3,000 miles. Half-ton load capacity and equipped to tow. Many good miles left on engine. Will make a great plow truck or off-road vehicle! Moving West and need to sell; $3,300 or best offer.

— Purr Drummey, IDC, Office: 508-935-4393, Home: 508-653-7197

• **Victorian House, Wells, Maine.** Shingle-clad three-bedroom, two-bath Victorian nestled on .25 acres, one mile from Moody/Ogunquit Beach in Wells, Maine. Storybook exterior. Interior boasts living room with handcut marble fireplace, flanked by built-in bookcases. Kitchen fitted with white custom cabinetry and Vermont soapstone sink. All with gleaming hardwood floors. Recently featured in *Home* magazine's Best Selling Home Plans? Call Jean for a copy of the article. A detailed list of amenities and pictures are available on World Update Online at http://idgcentral.com. $175K.

— Jean Kolak-Mercer, 508-620-7757
jean_kolak-mercer@cw.com

• CONTINUED PAGE 4 •

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS •

IDG WORLD UPDATE's

MARKETPLACE

• MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE •

continued from page 3

FOR SALE

- **Cape House, Wells, Maine.** Year-round cozy and comfortable Cape on large lot only a mile to Moody Beach in Wells, Maine. Eat-in kitchen, fireplaced living room, full bath, four bedrooms (two upstairs with wide pine floors). Will sell partially furnished as ideal vacation home with great rental history. A steal at $110K.

— Jean Kolak-Mercer, 508-620-7757
jean_kolak-mercer@cw.com

FOR RENT

- **Cape Cod cottage, Dennisport, Mass.** Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower, on private cul-de-sac. $550/week.

— Valerie Sanclemente, IDG Paper Supply, leave message at 518-854-3116

- **Hawaiian paradise.** Keiki Leo: Three-bedroom, two-bathroom home on Kauai's spectacular north shore, 10 minutes from Hanalei Bay. Large master bedroom and spacious living room upstairs, two bedrooms downstairs. Wrap-around lanai with ocean and mountain views. 100 ft. from the ocean. Special rate for IDG employees and friends. Available beginning mid-October. Visit http://www.kauai-paradise.com.

— George Clark, 415-978-3301
george_clark@macworld.com

- **Hilton Head, Palmetto Dunes, The Village.** Two-bedroom, two-bath condo. Sleeps six. Tennis, golf next to condo. Bike, canoe, roller blade rentals. Three-minute walk to Atlantic Ocean beach. Heated pool next to condo. Outlet stores, movies, nature trails. Near the historic cities of Charleston and Savannah. Available week of 9/20-9/27 or 9/27-10/4. $575 per week.

— Judy Sutter, *PC World*, 770-668-5417

BIRTHS

Network World's **Donna Kirkey** and her husband Christopher welcomed Cameron Michael into the world on July 8. Cameron weighed 8 lbs. 13 oz.

PEN PALS

Victoria, the daughter of IDG Bulgaria's **Tatiana Hinova** is seeking a pen pal from a French speaking country. Victoria, 14, enjoys tennis, swimming, theater and "space girls." Contact Tatiana (tel: +359-2-963-2017 or e-mail: idg@mbox.digsys.bg) for Victoria's mailing address.

The daughters of General Manager of IDG Venezuela **Peter Cernik** are both interested in pen pals. Daniela, 15, enjoys music, parties, pizza and books. Patricia, 13, likes music, pizza, books and art. Both girls have their own e-mail addresses and would enjoy chatting on the Web or mail correspondence. Contact Peter at cernik@ cwv.com.ve, tel: +58-2-9527427, fax: +58-2-9533950 for their e-mail or mail addresses.

Alexander, the son of IDG Australia's **Catherine Ross** is seeking a pen pal, preferably from the U.S., but is open to correspondents elsewhere. Age 10, Alexander enjoys athletics (especially shot put and discus), tennis, swimming, karate (yellow belt) and pizza. Contact Catherine at IDG Australia (tel: +61-2-9439-5133) for Alexander's mailing address or other information.

Send your ads in by Aug. 19 in order for them to appear in the Aug. 25 issue.

Please include the following in the next edition of Marketplace:

(Circle one) For sale, for rent, wanted to buy, marriage or birth announcement, pen pal, house exchange

____

____

____

Your name: ____________________

Business unit: ____________ Tel: ________

Send information to be posted in Marketplace to *IDG World Update* at fax: 617-423-0712 or via e-mail at world_update@ idg.com

PC WORLD

continued from page 1

mat was highly successful and will be refined and continued in the future.

FROM LEFT TO RIGHT: PETER MARCINAK, SALES AND CIRCULATION MANAGER AT *PC World Czech Republic;* ***Leif Rasmussen****, sales manager at PCW/MW Denmark; and* ***Bohdan Tetiva****, marketing manager, PC World (Czech Republic).*

Connecting with the product line

"We're focused on making the meetings more useful to a larger number of people from a variety of areas," Weber said. "We want everyone — from general managers to sales managers — to come to the meetings and leave feeling that they've connected with the *PC World* product line, forging new relationships within the product line and learning about the latest happenings with *PC Worlds* in that region."

The break-out groups helped the *PC World* product line members gain information that is highly useful to them in terms of their day-to-day roles within IDG and their respective *PC World* editions, Weber said.

Product line meeting attendees were welcome to go to one track of sessions in the morning and switch in the afternoon.

Discussions at the circulation/promotion/marketing sessions centered on sales strategies and subscriptions; the advertising sales and marketing/market research track consisted of presentations on using the Web to communicate, sales tactics and pricing, and market trends; while the editorial group's highlights included a presentation on the IDG News Service and thoughts on publication redesign.

The meeting featured more speakers from a larger number of countries than any previous PCW Product Line Meeting, and Weber said the global product support center also tried to provide a better mix of formal presentations with interactive discussions to allow for more a detailed exchange of ideas and active information sharing.

The presentations ranged from how to build an Internet presence that minimizes the cost of ownership, given by **Joachim Herbert**, *PC Welt* New Media, to an overview of hardware testing at the PC World U.S. Test Center, given by **Julian Milenbach**, test center director, to an introduction to *The Web Magazine*, presented by its editor-in-chief, **Steve Fox**.

> *"We want everyone — from general managers to sales managers — to come to the meetings and leave feeling that they've connected with the PC World product line."*
>
> **Angie Weber**

Several concrete action items emerged from the discussions:

- Setting up mailing lists to foster continued communication between product line members.

- Setting up a *PC World* global Web site that will eventually allow *PC World* editors to download *PCW* U.S. content (making content available much earlier than it is now with the current CD-ROM delivery system), and include discussion areas, FAQs and other resources.

- The French edition, *InfoPC*, "adopting" *PC World Romania* and working with the publication to provide advice, artwork, etc. on editorial-related items.

DR. HERMANN APFELBÖCK, EDITOR OF *PC Welt (left), and IDG Switzerland's* ***Kurt Strebel****.*

- Suggestions for future product line meetings, including adding an advertiser/agency forum and a break-out group for publications in emerging markets.

- Options for better collaboration with respect to product testing and sharing testing information.

The next PC World European Product Line Meeting is scheduled for sometime next spring and will be held in Lisbon, Portugal.

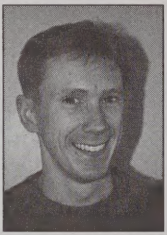
For more information about the meeting or the PC World Global Product Support Center, contact Angie Weber at angie_weber@pcworld.com.

NOTEWORTHY

PROMOTIONS

KALIN

Sari Kalin has been promoted to senior U.S. correspondent of the IDG News Service. "In a remarkably short time, Sari has developed a broad knowledge of the IT industry and excellent news judgment upon which the Boston team increasingly relies. In the face of the relentless grind of the Boston newsroom and an often brutal travel schedule, Sari has maintained her uncompromising commitment to quality and keen eye that keeps her editors honest," said IDG News Service Editor-in-Chief **Rob Garretson**.


GUTH

Rob Guth has been named senior Asia correspondent reflecting both his fine work covering the Japanese markets from Tokyo and his increasing prowess in developing regional and global coverage. "In his more than three years with the news service, Rob has worked tirelessly both to ferret out stories that no other reporter could find and at the same time develop and hone his skills," Garretson said. "Rob is fluent in Japanese, has developed both a broad and deep understanding of information technology and has become an accomplished writer."

Kristin Wattu has been promoted to marketing communications manager of *Network World*. "Kristin has been an integral part of the marketing team for the past four years and continues to produce high quality sales and marketing materials," said Director of Marketing **Virginia Lehr**. "Her creative thinking and excellent communication skills are demonstrated every month in her newsletter *Network World Lite*."

IDC's **Paul Mason** has been promoted to vice president in the Software Research Group. Within that group, Paul is the manager of the System Infrastructure Team. "The group has a 27% profit rate so far this year and is aggressively covering hot areas such as NT, Internet infrastructure, integrated management suites and Internet middleware. Paul is a recognized industry opinion leader and has delivered 18 keynote talks in the U.S., South America, Canada and Europe in the last 12 months," said Group Vice President, Worldwide Software, **Tony Picardi**.

NEW EMPLOYEES

IDG Ventures in San Francisco has hired two summer associates. **Eric Sandler** is a summer associate in venture finance. He has a B.S. in biology from Stanford University and enjoys swimming and Spanish literature.

Nguyen Le is a summer associate in venture capital. Nguyen previously worked as an associate for Pacific Capital Group. Nguyen has an M.B.A. from the Anderson School at the University of California at Los Angeles and enjoys sailing.

ROBLES

Amanda Robles has been hired as the receptionist in the IDG Irvine regional sales office. Amanda attended Rancho Santiago College and the Lincoln Education Center where she received a certificate after 360 hours of work in word processing. Outside the office, Amanda enjoys sports and being a school volunteer.

Two employees have been hired by IDG Global Communications. **Shannon Wolf** is an operations assistant supporting the office staff. She has a B.A. in English from the University of California at Berkeley. While in school, Shannon worked as a peak-time teller at Union Bank of California. In her free time, Shannon enjoys reading, writing, seeing movies and cooking.

Dena Tom-Aboubzou is an applications developer. Dena previously worked as a systems engineer at Bank of America NT&SA. Dena has a B.S. in mathematics from California State University at Hayward and is an entry-level training graduate of BankAmerica Systems Engineering. Outside the office, Dena hand makes greeting cards and crafts.

Evelyne Holingue has joined Network World as an e-mail customer service representative for Network World Fusion and is working part-time from her home. Evelyne has been handling the e-mail customer service for the last several months on a temporary basis. She handles hundreds of messages each week including e-mail list subscribes and unsubscribes, registration questions and password lookups.

RODRIGUES

PC Games has recently hired two new employees. **Sandy Rodrigues** is a marketing director. She previously held a similar position at *Pulse!* magazine published by Tower Records. Sandy has a B.A. in communications from California State University at Sacramento. Outside the office, she enjoys camping, going to the movies and lighthouse excursions. As a media relations volunteer, Sandy recently helped raise more than $43,000 for the annual book sale at the Sacramento chapter of the Society for the Prevention of Cruelty to Animals.

DRURY

Debra Drury has been hired as the customer service representative and office assistant in the circulation department. She previously worked as a temp at *PC World*. Outside the office, Debra enjoys working as a stage director/manager in local theater.

All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Barbara Ringer - IDG Germany

ELEVEN YEARS
Karin Quack - IDG Germany

TEN YEARS
Madeleine Buckingham - PC World
Giulio Ferrari - IDG Italy

NINE YEARS
Judy Callahan - IDG
Alan Nelson - Computerworld

SEVEN YEARS
Richard Willoughby - PC World
Hanim Akyuz - IDG Turkey
Cameron Crotty - Macworld

SIX YEARS
Susan Silvius - PC World
Gary Byrne - IDC
Jan Cameron - IDG Research
Bridget Cammarata - CIO

FIVE YEARS
Michael Desmond - PC World
Richard Noden - IDC U.K.

FOUR YEARS
Janine Goble - PC World
Vicky Page - IDC
Carlos Henrique Silva - IDG Brazil

THREE YEARS
Alice Leightheiser - CIO
Ulrike von Trotha - IDG Germany

TWO YEARS
Daniella Zucker - PC World
Ulla McGee - PC World
Nancy Jacobs - PC World
Rhonda Gutierrez - PC World
Angela Freeman - PC World
David Floyer - IDC
Heidi Schafer - IDC
Charles Wemyss - IDG
Freddy Contreras - IDG Lat. America
Jota Shishime - IDG Japan
Hideki Kojima - IDG Japan
Thomas Perskowitz - IDG Germany
Thomas Armbruster - IDG Germany

ONE YEAR
Angie Weber - PC World
Ben Jones - PC World
Kate Godfrey - PC World
David Tuells - IDC
James Schmith - IDG Books
Jim Knapp - IDG Books
John Radzniak - Computerworld
Todd Herrold - Computerworld
Allyson Nickowitz - Network World
Daniel Ebermann - IDG Czechoslovakia
Bohdan Tetiva - IDG Czechoslovakia
Ulrike Ballnath - IDG Germany
Keith Mitchell - Macworld
Chris Tou - PC Games

Congratulations to Trivia Contest Winners

Congratulations to *InfoWorld* Sales Associate **Mindy Blankenship** in the Atlanta regional office, who was the only person to correctly answer all 10 questions in the networking trivia contest that ran in the June 9 issue of *IDG World Update*. Mindy will receive a T-shirt sporting a full-color Rich Tennant cartoon; four honorable mention winners will receive World Update pens.

1. How do you spell the name of Netscape's well-known senior vice president of technology? **Marc Andreessen**

2. Which database vendor CEO was once a disc jockey in Boston? **Sybase's Mitchell Kertzman**

3. Who is known as the father of Lotus Notes? **Ray Ozzie**

4. What was the name of Sandra Bullock's character in the 1996 movie flop *The Net*? **Angela Bennett**

5. What telephone company did Scott Adams, the creator of the Dilbert comic strip, work for until 1995? **Pacific Bell**

6. What is Bill Gates' middle name? **Henry**

7. What breed of dog is Sun's mascot, Network? **Greater Swiss Mountain Dog**

8. What year did AT&T and the U.S. Justice Department enter into the consent decree that resulted in the divestiture of AT&T? **1982**

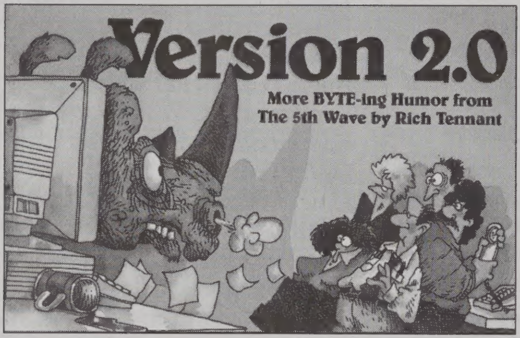
9. What do Columbia University and the Muppets have in common? **Kermit**

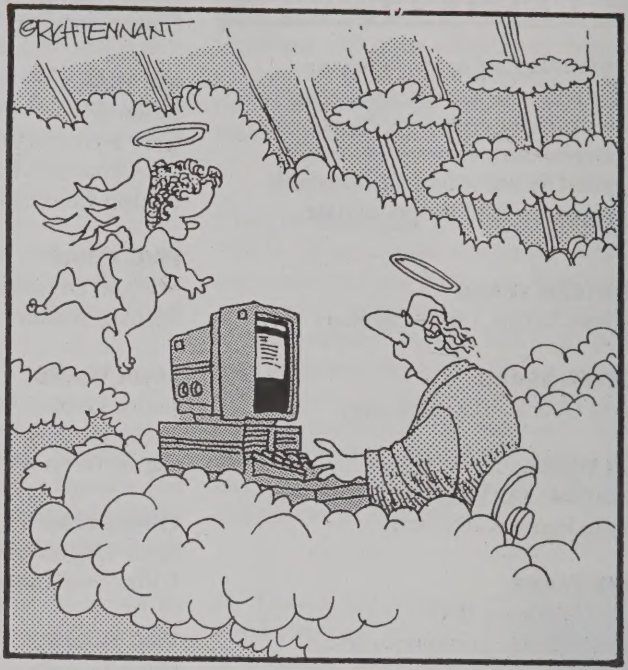
10. What year did the White House go online? **1993**

OFF LINE

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, August 19.





The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* pen.

Fax your creations to 617-423-0712, or e-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)

Have fun!

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 29
July 21, 1997

IDC'S VENEZUELAN DIRECTOR NAMED ONE OF COUNTRY'S MOST IMPORTANT WOMEN
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PCWORLD HONG KONG STAFF MEMBERS SHINE ON SMALL SCREEN
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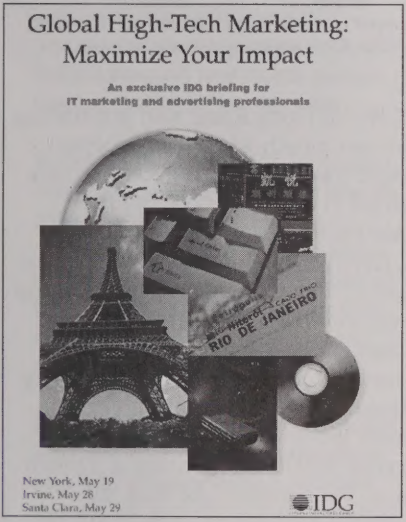
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Briefing Sessions Showcase IDG's Global Strength



Global High-Tech Marketing: Maximize Your Impact

An exclusive IDG briefing for IT marketing and advertising professionals

New York, May 19
Irvine, May 28
Santa Clara, May 29

IDG

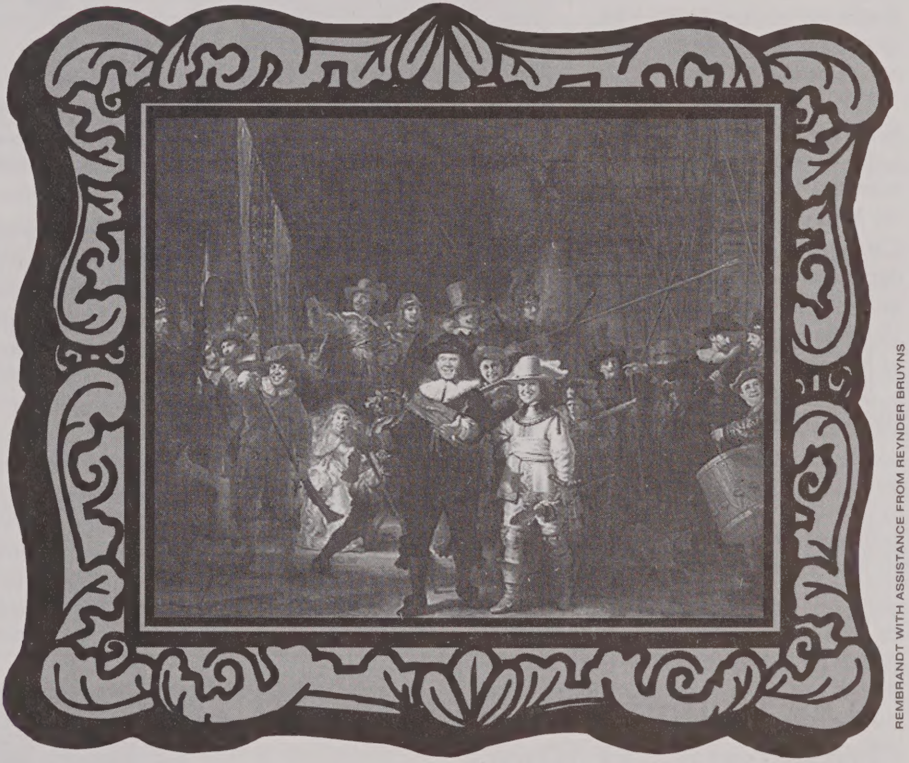
IDG Marketing Services recently teamed up with IDC to present a series of market briefings designed to help IT marketing and advertising professionals learn how to create effective global marketing programs.

The Global High-Tech Marketing Briefings attracted more than 250 customers and prospects to the three sessions held in New York, Irvine, Calif., and Santa Clara, Calif., in May. Speakers included:

- IMS Managing Director/International **Frank Cutitta**, whose presentation, "International Creative: Striking the Cultural Balance," explored

• CONTINUED PAGE 5 •

Roll Over Rembrandt!



REMBRANDT WITH ASSISTANCE FROM REYNDER BRUYNS

FROM LEFT: DUTCH GUARD, DUTCH GUARD, DUTCH GUARD, DUTCH GUARD, IDG COO ***Jim Casella****, IDG VP/Corporate Services* ***Marion Kibbee****, Dutch guard, Dutch guard, IDG Chairman* ***Pat McGovern****, VP/Finance* ***Jim Ghirardi****, President* ***Kelly Conlin****, four more Dutch guards and VP/Corporate Controller* ***Ted Bloom*** *on drums.*

IDG Netherlands recently hosted the European Managers Meeting and IDG Board of Directors meeting with a very special work of art, made possible by the company's recent deal with the Rijksmuseum in Amsterdam (see *World Update*, June 16). You can see the result! IDG Netherlands Multimedia Designer **Reynder Bruyns** obtained a high-quality digital image of Rembrandt's famous painting "The Night Watch." With a bit of electronic wizardry, key faces were replaced with members of the IDG Executive Committee. IDG Netherlands Managing Director **Paul Molenaar** called IDG Chairman **Pat McGovern** to the stage for the surprise unveiling of this latest addition to the IDG art collection, now on permanent display at the IDG Corporate Support Center in Boston.

IN BRIEF

IDC Venezuela's Judith Gil Named One of Country's Most Important Women

Judith Gil, IDC Venezuela's country director was recently recognized as one of Venezuela's 10 most important women by *Usted!*, a locally produced magazine.

This award is in apt recognition of Gil's professional accomplishments that span 15 years of involvement in Venezuela's IT industry.

IDC VENEZUELA'S JUDITH GIL

Prior to taking over the day-to-day operations of IDC Latin America's Venezuelan branch office, Gil worked in the MIS group of Metro de Caracas for 13 years. Her varied posts in the MIS group included analyst, manager of IS systems, assistant director of MIS and director of MIS.

Since beginning work with IDC in 1994, Gil has expanded her analyst team to 10 members and she has worked hard to build IDC's name and reputation within Venezuela.

When she actually takes a break from her busy career, Gil can be found on the golf course with friends and business associates.

IDG CENTRAL'S WAITING FOR YOU

Check out IDG's internal Web site (http://idgcentral.com) for the latest company news and happenings. Apply at the site for a login and password.

PCWorld Hong Kong Staff Do Themselves Proud in TV Debut

FROM LEFT: *PCWORLD'S* SAHR JOHNNY, PETER GLOSTER AND *Edward Chan* *handled their first TV appearances with aplomb.*

Three members of the *PCWorld* Hong Kong staff got starring roles on the small screen last month when they accepted invitations to appear as guests on CNBC's Tech2000, a daily technology program broadcast to more than 100 million viewers throughout the Asia-Pacific region. Appearing on three different broadcasts, Editor **Peter Gloster** discussed the Intel Pentium processor family; Features Writer **Sahr Johnny** discussed "push" technology as it relates to the Internet; and Staff Reporter **Edward Chan** focused on the Internet and highlighted various Web sites. According to IDG Hong Kong Co-Managing Director **Micaela de Almeida**, all three came across as very knowledgeable prompting CNBC to discuss repeat appearances. "Everyone at IDG Hong Kong in general and *PCWorld* in particular, is very proud!" she said.

IDG Denmark Celebrates International Roots

With only 110 employees, IDG Denmark may be one of the smaller IDG European business units, but what it lacks in numbers, it makes up for in variety! Many of its employees have roots elsewhere in the world including Poland, Iceland, Germany, Jamaica, Czech Republic and Sweden. At left, staff gather in their "cantina" for one of their occasional week-long food festivals featuring food from another part of the world. Here, about to enjoy a Mexican feast are (from left): **Janni Øgaard**, **Lilian Christiansen**, **Ricco Zuschlag**, **Maria Jensen**, **Magdalena Axelsen**, **Chr. Borg Mohl**, **Martin Appel**, **Kristin Larvin**, **Janni Gatzwiller** and **Trude Berg**.

ON LINE

KEITH HENRY

IDC U.K.'s managing director is this week's columnist.

IDC U.K. AT A GLANCE

Launched in 1969, IDC U.K. was IDC's first international subsidiary. Today, with 51 employees, it is a strong sales subsidiary for IDC's international products and services, supports local businesses (consulting, research, ICT Gold/Advisory) and hosts seven European Expertise Centers.

Keith Henry joined IDC in August 1991 as sales director. In March 1992 he was named country manager. His current responsibilities comprise the dual role of U.K. regional managing director and European director, Global Account Management.

IDC's newly established Regional Account Management structure has had a tremendous positive impact on growth in international sales across IDC's top clients in the region. New Continuous Information Services growth is more than $1 million, year to date, and overall growth is running at more than 40% for international business.

Q You are now responsible for managing IDC Europe's Regional Account Management program. What is it and how is it working?

A Moving to an effective global selling strategy has become a key strategic differentiator in the competitive IT marketplace. Clients want and demand this. Therefore, in response IDC formally launched the Regional Account Management initiative at the start of FY97 realigning our European Sales Network to focus on the regional headquarters of IDC's top clients.

The enhanced cooperation between IDC's global and regional sales teams has helped to achieve a 40% growth year to date in sales of international programs in Europe.

Importantly, IDC is fast developing a strategic advantage over competitors in gaining expertise in selling to complex multinational clients.

To what do you attribute your success in growing IDC's sales in the U.K.?

IDC has enjoyed a terrific growth in sales and profits in the U.K. region over the past five years. I really believe that the critical success factor is the strong and effective teamwork between the dynamic, professional sales team managed by Lucy Chaudhuri and the U.K.-based business units and European Expertise Centers. Individuals are focused on their own goals but operate in a highly integrated team-based environment.

IDC U.K. was the first IDG office to go through the ISO 9000 quality certification process. Can you explain what this is and what were the benefits for your business unit?

IDC U.K. achieved ISO 9000 quality accreditation back in June 1994. Every six months our organization is audited by external quality assessors to ensure our processes are intact and fully support the business strategy. The justification for implementing ISO 9000 back in '94 still holds true today. IDC U.K. is a quality-led organization, our staff remains committed to continuous improvement and the clients remain at the center of our business. Overall, ISO 9000 accreditation has enabled IDC U.K. to translate internal efficiencies into improved business results. This, of course, does not prevent all of us from being highly nervous prior to a visit from an external quality auditor! Apart from IDC U.K. (and just recently IDC Italy) only one other IT research company in Europe has achieved this accreditation.

What are the key ingredients to running a successful IDC country business unit?

To me the role of country manager has to be primarily that of an integrator and team builder. It also helps if you have a smart finance team! IDC represents an effective network matrix organization. The key is to work effectively with the many skills and talents accessible via the network. Linked to this, I receive a great deal of support from across the functions, especially from my manager [IDC Europe President] Roberto Masiero.

IDC U.K. has had higher profits each year since you joined. How have you maintained this momentum?

We are pleased with the year-to-year profit increases achieved since 1991. The U.K. region comprises three local business units, pan-European sales team, seven European Expertise Centers and an integrated finance and administration support team. Interestingly, the profit performances vary each year across the different units. Therefore it requires continuous realignment and repositioning to achieve a balanced profit performance for the region.

I would add that we have been able to attract the best ex-Dataquest analysts to support profitable growth in the hot IT areas, specifically, Telecom (Kathy Burrows) and Support Services (Puni Rajah).

What are your top priorities for FY98?

I believe there are essentially four priorities. First, to continue the transformation of IDC's European sales organization into a powerful integrated network. Second, linked to this is to help the rapid development of IDC Germany into a dynamic, strong performing region. Third, to maximize profitable growth across the region's business units. Finally, to be ready to react fast to changes in the marketplace.

Computerworld Broadcast Center Expands on Company's Successful Web Audio Offerings

THE @COMPUTERWORLD TEAM RESPONSIBLE FOR THE *broadcast center: Kneeling:* ***Chad Seay*** *(left) and* ***Eric Zimmerman****. Standing, left to right:* ***Paul Wyosian, Bill McKenna, Johanna Ambrosio, Mari Keefe, Peter Smith*** *and* ***Jodie Naze****.*

With the May 19 launch of the new and improved Computerworld Broadcast Center *Computerworld*'s Web site now offers a multimedia experience for visitors looking for the most timely news and analysis of information technology.

The broadcast center builds on the success of @Computerworld's (http://computerworld.com) Web-based audio news broadcast, the @Computerworld Minute. A feature on the Web site since January 1996, the @Computerworld Minute is an audio synopsis of the major daily news stories affecting the IT industry.

Presenting information primarily through RealAudio, the Computerworld Broadcast Center (CBC) includes profiles and interviews with industry members; debates among *Computerworld* editors on the industry's hottest topics; management tips, techniques and tricks on how IT leaders can get the most out of their staff and equipment; audio roundtables every Friday with *Computerworld* editors examining the highlights of the week's news and analyzing its importance; news broadcasts; and an archive of past Computerworld Broadcast Center editions.

"The @Computerworld Minute is consistently one of the top three attractions on our Web site," said Computerworld Online Editor **Johanna Ambrosio**. "As a result, we are expanding our audio offerings in the form of the new Computerworld Broadcast Center, which has additional audio features and news coverage over what we've already been providing."

The @Computerworld Minute, now located in the broadcast center, is updated daily, and two to three new features, meaning a profile, roundtable, debate, etc., are posted each week on the CBC.

Ambrosio said the goal is to have a new programmed feature each day.

In a different form, the broadcast center had been part of the *Computerworld* site for about a year. Located in the Tech City porion of the site, the broadcast center was a repository of audio clips about the industry gleaned from other Web sites and a variety of sources.

However, the new Computerworld Broadcast Center comprises original content from *Computerworld*'s staff of editors and reporters. The print *Computerworld* staff is heavily relied on for material; with some stories filed specifically for the site and others originating in the print *Computerworld.*

About six months ago, Ambrosio said the staff decided to redesign the CBC for several reasons.

"First, from a viewer perspective, it just makes good sense to have all the audio for the site accessible from one central location," she said. "Second, more broadly, the general idea is to give people another dimension of experience when they visit the site. In other words, to provide a true multimedia experience, not just a textual one, to take fuller advantage of the Internet medium."

Ambrosio also said the Computerworld Broadcast Center, so named as to leave open the possibility of adding video as well once that technology improves, provides another "space" on the site in which to sell ads, preferably in the form of a sponsorship.

The logistics of maintaining the site are coordinated through a joint effort among all the people who put the site together. Central to this effort, Ambrosio said, is the New Media Services (NMS) group, headed by **Rich Mikita**, vice president and general manager of @Computerworld. Editors and reporters come back from press conferences, road trips and interviews with tapes. Those tapes are then processed by **Chad Seay**, the NMS audio engineer, who works with freelance graphics designer **Paul Wysoscan** and Ambrosio.

"Together we develop a look for the page that the audio will go on — if it has art, or pull quotes, or text for an actual story, or simply the links to the audio," she said.

Also involved in maintaining the CBC each day are **Jodie Naze**, manager of online services, and **Peter Smith**, production coordinator.

Instrumental to launching the CBC initially were Audio Engineer Patrick Fauncher and Site Designer Jose Bruzual. Both have since left the company.

In the first nine days after its launch, the site experienced 2,118 visits, not

• CONTINUED PAGE 5 •

IDG

Job Opportunties

Monday, July 21, 1997

Manager, Desktop Services (NW)

NW is looking for a high powered team player to work in conjunction with other IS personnel, help develop and implement NW's desktop 2000 program. Since NW is in the early stages of defining a new desktop standard (hardware, O/S, application suite), we are looking for a desktop guru to help address our implementation, end user training, and continuation support requirements. Other responsibilities include providing first level support for desktop requests; tracking and maintaining a database of work requests; instituting timely and accurate escalation procedures; maintaining Intranet pages for Tips & Tricks and FAQs; acting as a liaison with outside vendors to provide support for remote offices and for purchasing of equipment and supplies. The ideal candidate will have 4-6 years of experience working with Mac and Win95 clients (NT a plus) in a LAN environment, and possess trouble shooting skills. Must enjoy being a trail blazer, enjoy learning new things and have a sense of humor. Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Marketing Specialist (NW)

Network World, Inc. is looking for a marketing specialist to manage a variety of marketing logistics in support of Network World's marketing services including trade shows and events as well as our Global Product Support Center (GPSC). Responsibilities include managing all aspects of trade show logistics, global product line meeting logistics, contributing to our GPSC quarterly newsletter as well as assist with the development of promotional materials and other added value programs. The ideal candidate should be proactive extremely detailed oriented, well organized, an excellent communicator and possess strong writing skills. Prior exposure to marketing projects and logistics planning experience preferred. Experience with Quark, Filemaker Pro and Microsoft Office desired. Minimal travel required. Location: Framingham, MA
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Account Executives (2) (CW)

The successful Account Executive will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individual in this positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should have a minimum of 2 years selling, strong project management skills, as well as strong presentation/computer skills. Location: Waltham, MA
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Director, Regional Recruitment Advertising (ENN)

The Director of Regional Recruitment Advertising will be responsible for business development, marketing, sales management, and direction of ENN's (Computerworld, InfoWorld, Network World, Federal Computer Week) recruitment advertising. The successful candidate will be an entrepreneurial, self motivated professional with at least 10 years experience in recruitment advertising. Experience at an agency and/or in ad sales, knowledge of the dynamics of recruitment sales process, use of databases, and on-line recruitment are essential. MBA a plus. Location: EC or WC
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Editorial Assistant (IDG.net)

Editorial assistant will support editorial team with document processing and other projects as needed, plus provide dedicated administrative support for the Editor-in-Chief. Requires a self-starter with some editorial knowledge, an eye for detail, and the ability to juggle multiple priorities. Multiple language skills extremely desirable. Location: San Francisco, CA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Features Editor (IDG.net)

Experienced editor needed to manage features channels and compendium "spotlight" subjects for IDG.net. Working with site editors, this editor will ensure IDG.net's feature channels showcase the variety of services and content offered by IDG sites. Working with the IDG.net editorial team, IDG.net advisory board, IDG sites, and technology partners, this editor will continually refine the feature channel set offered to ensure it meets user needs effectively. Requires broad understanding of IDG's different readerships and their needs. Knowledge of French, German or Spanish required. Location: San Francisco, CA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

News Editor (IDG.net)
Experienced editor needed to manage daily "front page" of IDG.net, as well as its news channels. Working with IDG sites and the IDG News Service, this editor will ensure that IDG.net's news coverage provides an effective showcase for news content on IDG sites, and demonstrates IDG's ability to bring IT news to readers ahead of competitors. Requires broad and sophisticated understanding of IT news categories and perspectives. Familiarity with Web publishing operations also helpful. Skills in French, German or Spanish required. Location: San Francisco, CA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Editor-in-Chief (IDG.net)
Editor-in-Chief will set editorial direction and manage editorial operations for IDG.net, and, as a key senior manager, help drive the overall vision for the product. Requires a dynamic, seasoned executive with extensive knowledge of the information technology industry and Web publishing. Extensive experiencing managing editorial operations required, preferably with Web and international experience (multiple languages helpful). This highly visible position also requires representing IDG.net via public speaking engagements and other outreach efforts. Location: San Francisco, CA
Contact: L. Morgan, Fax: 415-705-6421

Receptionist (IFW)
InfoWorld is looking for a part-time receptionist (20-25 hours/week). Responsibilities include routing all incoming calls, greeting guests, receiving some incoming shipments, issuing security access cards, and booking conference rooms. Additional duties will include some administrative support to the staff as needed. Ideal candidate will be pleasant, organized, efficient, resourceful, and have the ability to multi-task. Excellent customer service a must. Location: San Mateo, CA
Contact: S. Moore, Fax: 415-312-0668, Phone: 415-312-0631, Email: sara_moore@infoworld.com

Copy Editor (IFW)
InfoWorld is seeking a Copy Editor. The qualified candidate will edit for grammar, spelling, and style; write headlines, captions, and pull quotes. A degree in English or Journalism and one year of experience preferred. Hands-on experience with QuarkXPress a must.
Location: San Mateo, CA
Contact: E. Aronowitz, Fax: 415-312-0558, Phone: 415-312-0673, Email: ellen_aronowitz@infoworld.com

Account Executive/Inside Partner (IFW)
The role of this position is to work in cooperation with the Regional Manager to achieve and increase page and revenue plans. The Account Executive/Inside Partner will assist in closing sales and adding value to existing business, using research and special opportunities. Also responsible for sales intelligence gathering, prospecting/cold calling, and customer service.
Location: Framingham, MA
Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Inside & Outside Sales Reps (IFW)
InfoWorld is seeking Inside & Outside Sales Representatives for the recruitment advertising division. You will prospect, sell, and maintain recruitment advertising for our publication. Requires 2-3 years of telephone and/or outside sales experience, preferably in recruitment advertising, and excellent customer service and communication skills. Knowledge of Windows 95, Lotus Notes, @ Desktop Publishing preferred. BA/BS in marketing, business or equivalent, knowledge of the computer/high tech industry, and internet experience are highly desired. Positions are available at locations throughout the country. Location: various
Contact: L. Brault, Fax: 415-312-0668, Phone: 415-312-0669, Email: linda_brault@infoworld.com

Ad Traffic Coordinator (IMS)
IDG, the world's leading provider of information on information technology, is seeking a talented, high energy Ad Traffic Coordinator for the Internet Product Development Group of IDG Marketing Services. This individual will coordinate centralized buys of advertising in multiple IDG web sites. Working with IMS client service representatives, publication sales representatives, Web site administrators, and Focalink Communications, the Coordinator will ensure correct and timely posting and rotation of banner ads, troubleshoot problems, coordinate updates, changes and credits. Experience in new media for an advertising agency, tech support, ad sales, or web publishing extremely desirable. Demonstrated ability to be a self-starter required.
Location: San Francisco, CA
Contact: J. Hourston, Fax: 415-705-6421

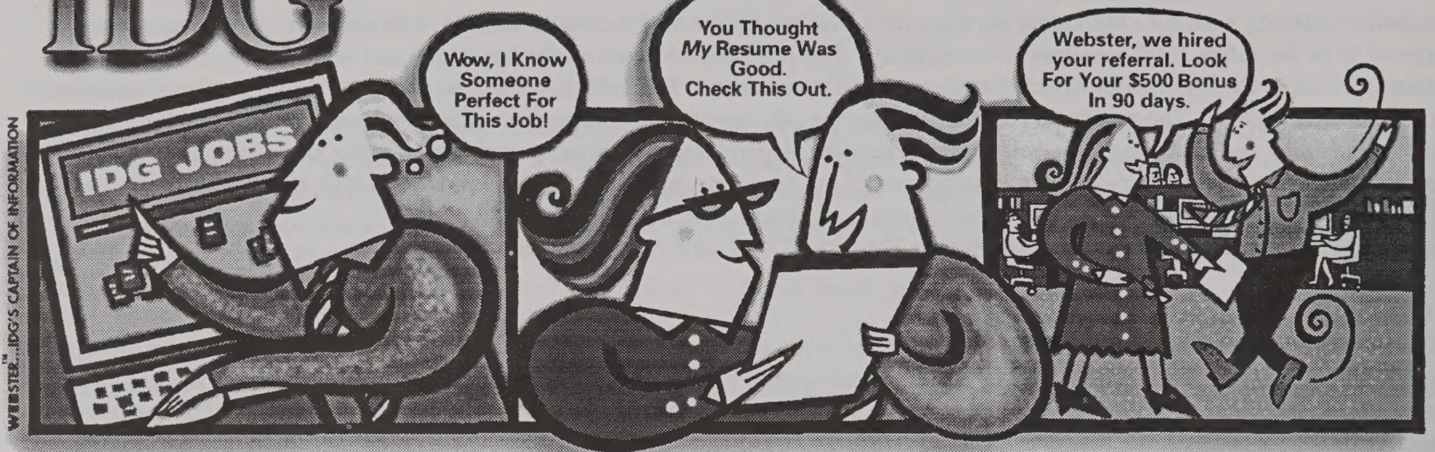
Director of National Accounts (IMS)
Immediate opening with IDG Marketing Services for a Director of National Accounts working with emerging growth accounts targeted to be the future "big" spenders in our industry. This position is located on the East Coast and will span a territory from the Atlantic Ocean to the Mississippi River. Extensive travel is necessary. This self starter will be responsible for growing the accounts in this territory rapidly. The minimum requirements are for 5-6 years selling experience, with a track record of successfully growing account spending and providing excellent customer service. A good understanding of marketing and the advertising process is also necessary. IDG Marketing Services is a dynamic part of our corporate marketing function and thus a high level of interaction with all of the people and products offered by IDG companies is necessary. Location: Stamford, CT
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Executive Assistant (PC Games)
PC Games Publishing (relocating to San Francisco in the fall), seeks a dynamic, self-motivated individual to provide administrative support to the President in our fun, entrepreneurial environment. Must be able to work both independently and with various levels of management, handling sensitive company information in a confidential manner. You must be well organized, detail oriented with superior follow through skills. Requires 3+ years executive level administrative assistance experience, excellent interpersonal, communication, and time management skills, as well as Macintosh proficiency. Location: San Mateo, CA
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

Newsstand Sales Manager (PC Games)
Looking for a dynamic, highly self-motivated individual to manage retail sales, marketing, distribution, and promotion for PC Games magazine. Requires 3+ years' related experience. Must possess superior communication skills combined with strong analytical abilities, computer skills and sales/marketing savvy. Ability to prepare/maintain budgets & develop and sustain strong relationships with multiple distributors, retailers and other key vendors is essential. This position will be relocating to San Francisco in the Fall. Location: San Mateo, CA
Contact: M. Newlin, Fax: 415-349-5279, Phone: 415-286-2509, Email: mnewlin@pcgames.com

Account Executive (Web)
WPI is seeking an experienced, results-oriented Account Executive to sell online/web advertising for Web magazines JavaWorld, NetscapeWorld, NC World and SunWorld. You will be responsible for an assigned territory and will prospect and cultivate new clients, maintain databases, confirm and close ad spaces, etc. In addition, you will also be responsible for Advertisers receiving accurate sales rates, deadlines, information on circulation/distribution, publication readership and ad results. Three years of advertising and/or interactive media sales experience required and general familiarity with the Internet, computer marketplace and publishing processes. Individual must have strong negotiation and communication skills and like to work in a fast-paced entrepreneurial environment. Location: San Francisco, CA
Contact: C. McMullen, Fax: 415-267-4570, Phone: 415-267-4527, Email: Colette@wpi.com

IDG


WEBSTER™...IDG'S CAPTAIN OF INFORMATION
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize — $1,500 **Runner Up — $1,000**

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date:

Applicant's Name:

Position referred to:

Company Name:

Referred by: (Employee Name)

Company Name:

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus:

Company Name:

Referred Employee:

Company Name:

Date of Hire:

Ninety Day Date:

Charged to BU/Department# ____-___-______-50300-____

H.R. Signature:

Bonus check to be given to:

Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com — IDG Careers

BROADCAST CENTER

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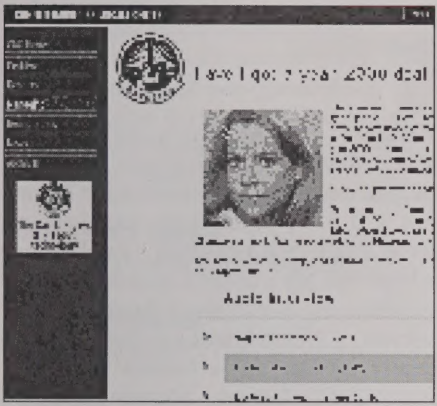


THE MANAGEMENT TIPS SECTION OF THE *Computerworld Broadcast Center.*

counting *Computerworld* staff. Ambrosio believes those visitors enjoy the RealAudio aspect of the site.

"Different people prefer to get information in different ways — just like in school, where some people learn best by taking copious notes and others learn by hearing the professor speak. It's the same in the information-provider business," she said.

There will always be some people who relate best to text, while others will take advantage of the benefits of audio. "The beauty of audio is that you can listen to it as you open letters, drink your morning coffee, answer your e-mail, whatever," Ambrosio said. "It can run in the background on your PC, or in the foreground if the user prefers."

Ambrosio said it is this flexibility that has led to past success of RealAudio on the site. "This is why the @Computerworld Minute has consistently been one of the three most-hit portions of our site. It's versatile and it has that sense of immediacy," she said.

Due to time constraints and limited resources, Ambrosio said the site cannot transcribe the audio into text at this point. However, she is looking into tools that will automatically translate information for the hearing-impaired.

For more information about the Computerworld Broadcast Center, visit the site at http://www.computerworld.com/cbc/ or contact Ambrosio at johanna_ambrosio@cw.com.

GLOBAL BRIEFINGS

continued from page 1

International Creative
IDG
INTERNATIONAL DATA GROUP

IMS' FRANK CUTITTA ADDRESSES THE ATTENDEES DURING HIS PRESENTATION, *"International Creative: Striking the Cultural Balance."*

the importance of developing a consistent and compelling message combined with local appeal, and the inherent difficulties of intercultural messaging.

- **Chris Fell**, director, International Research at IDC, who examined "Global IT Markets: What's Hot and Where."

Also on the agenda were Julie Bauer, executive vice president, Saatchi & Saatchi, and Nick Bell, senior vice president, Saatchi & Saatchi, and Johanne Bouchard, president of BOSS, Ltd.

According to IMS President **Peter Horan**, a key goal of the briefings was to demonstrate IDG's global IT knowledge and capabilities. "The briefing made it clear that IDG is not only capable of advertising IT products in every corner of the globe, but that we have in-depth knowledge of how to effectively market IT products internationally. Our goal was to provide attendees with a roadmap to better navigate the international marketing potholes in order to build an effective 'glocal' message (global message, local feel)," he noted.

Saatchi & Saatchi, which represents Hewlett-Packard, publicly complimented IDG on its key role in helping its client "go global" across 23 countries. "This unsolicited first-hand endorsement from the stage, underscored IDG's international scope and capabilities," Horan said.

Saatchi & Saatchi's Bauer was impressed by both the attendees and the other presenters. "I found the attendees to be a great group and attentive to our message," she said. "I also found the other presenters very interesting and informative about my business."

Cutitta said, "Overall I feel that the Global Briefings provided one of the most targeted and efficient sales and marketing programs that IMS has ever sponsored. The beauty of the presentations was that they were by no means shamelessly commercial. These were actually educational seminars.

"By taking a more pedagogical and case study approach we were able to draw larger audiences and reinforce to clients that the IDG relationship goes well beyond pure page selling," Cutitta noted. "At the same time the array of IDG publications, books and research reports displayed in every briefing session clearly demonstrated the fact that when it comes time to research, advertise, or exhibit there is only one truly global player."

Melanie Edwards, IMS director of international strategic marketing, said the quality turnout and the attendee evaluations, which called for more and longer global/regional marketing sessions, has the company already discussing plans for an expanded series of briefings next year.

For more information on the Global High-Tech Marketing Briefings, contact: ***Volker Heistermann*** *at Volker_Heistermann@idg.com.*

NOTEWORTHY

PROMOTIONS

Diane Elhilow has been promoted to sales and customer service representative at IDC. Diane joined the Interactive Products and Services group a year and a half ago as an administrative assistant. "Diane has progressively taken on more responsibility and solved increasingly more important problems for the group, including cleaning up the Notes and CD-ROM customer databases, assisting sales in processing accurate transmittals and creating hundreds of new IDCNet accounts," said Director of Interactive Products and Services **Brian Degen**. "The great number of compliments we get from the sales and IRS teams are a testament to the exceptional service Diane provides to IDC clients."

Alyson Frasco has been promoted to research manager, U.S. Printer CIS. "Alyson has done a great job with the Printers and Quarterly Printers CIS's in the past year. She has very competently managed inquiry, research, renewals/new business, staff and consulting," said Vice President, Components and Peripherals, **Angele Boyd**. "She has brought a new level of respect to our forecasts and introduced new deliverables and quarterly forecast updates. As we hire a replacement analyst, I only wish we could clone her!"

NEW EMPLOYEES

Conzy Marie Jones has started with IDG Central Services as a receptionist. She previously worked for the county of San Francisco as a transit operator. Her hobbies include computers and Web design.

STEVE STAMATES

FREDERICKS

InfoWorld has hired four new employees recently. **Barbara Fredericks** is a Mac prepress specialist. She previously worked at Design & Type, a division of The Dot Printer, as a postscript imaging specialist. Barbara has a B.A. in communications from Mills College in Oakland, Calif. Her hobbies include sailing and photography. She recently completed her training for the U.S. sailing keelboat instructor certification.

STEVE STAMATES

WILDEY

Julia Wildey has started as a sales assistant. Julia was previously employed at the high-tech public relations firm, The Terpin Group. She received a B.A. from the Hutchins School of Liberal Studies from Sonoma State. Outside the office, she enjoys walking, jazzercize, rollerblading, music, movies and reading.

Jaliza Bailes is a summer intern in the sales department at *InfoWorld*. She is currently attending California State University at Hayward pursuing a degree in business administration, with an option in marketing and advertising. Outside the office, Jaliza volunteers as a tutor for elementary school children and sings in her church choir.

David Pendery has joined InfoWorld Electric in Boston as an editorial intern. David has a B.A. in international relations from San Francisco State University and an M.S. in journalism from Boston University. Outside the office, David's hobbies include music, historical gaming, sailing and computers. David is most proud of his electronic publication, "Musica Subterrania" featured on Yahoo! Boston.

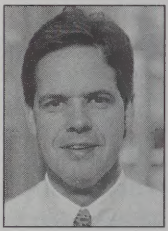
KOBRAN

Christopher Kobran has joined GamePro Media Group as an account executive. Christopher previously worked as a marketing intern at the Discovery Channel and teaches English as a Second Language. Chris has a B.A. in communications/media studies and an M.B.A. in international management. Outside the office, he enjoys skiing, golf and surfing.

Catherine Bekooy has joined Web Shopper as a product manager. Previously the channel development product manager for Apple Computer, Catherine developed programs and policies across all non-education reseller channels. She has a B.A. in history and literature from Harvard University and her hobbies include cooking.

Returning to IDC after a two-year absence, **Amy Shluger** has been hired as a human resources representative. Amy has a B.S. in psychology and Spanish from Vanderbilt University and has just completed her master's in industrial/organizational psychology from the University of North Carolina. She most recently worked as a human resources generalist at General Electric in Charlotte, North Carolina.

TRANSFERS


MORSING

IDG Denmark's **Finn Morsing** is the new editor-in-chief of *Computerworld Denmark*. Finn has worked for IDG Denmark as a journalist since 1992. He was educated at the Danish University for Journalism. Before he joined IDG, he served as the head of corporate communications in Siemens AG as well as Hewlett-Packard in Denmark. **Peter Hvidtfeldt**, the previous editor-in-chief of *Computerworld* will remain at the publication as a journalist. "Peter has done a very good job for *Computerworld*, so I'm extremely happy that he has decided to stay in IDG," said CEO **Preben Engell**. "And that we have found the new editor-in-chief in house tells me that IDG is an attractive workplace. We looked around in the market and Finn is without discussion the best man for the job."

WHO'S NEW?

Does your office have a new employee? Has someone recently been promoted? All business units are welcome to send information and photographs for inclusion in the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Barbara Howell - IDG Australia

TWELVE YEARS
Stephen Ireland - IDG Australia

ELEVEN YEARS
Wally Clegg - Macworld

TEN YEARS
Rex Farrance - PC World
Kathleen Demko - Computerworld
Kevin Burden - Computerworld
Karin Reitberger - IDG Germany

NINE YEARS
Tammy Torp - PC World
Terry Barnes - IDG Australia

SEVEN YEARS
Wally Palmer - InfoWorld

SIX YEARS
Linda Sener - IDC/Govt.
Ai Swanner Fujinari - IDG Japan

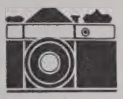
FIVE YEARS
Naoko Kanda - IDG Japan

FOUR YEARS
Steven LeCompte - FCW
Quan Zhou - IDG Asia

THREE YEARS
Jeff Bodenmann - IMS
Francine Gay - Computerworld
Anna Noetzel - Macworld

TWO YEARS
Tom-Erik Haug - IDG Norway
Regina Snyder - IDG Books
Kelly Ewing - IDG Books
Jacalyn Pennywell - IDG Books
Jody Nagy - CIO
Lorraine Rivell - IDG
Saunthra Thambyrajah - IDG Singapore
Bernadette Brauer - IDG Australia
Louisa Bryan - IDG Australia

ONE YEAR
Amy Ng - PC World
Laurel Heske - IDC
William Ginchereau - InfoWorld
Ritsuko Endo - IDC Japan
Bill Regan - IDG
Corlis Melichoir - ETS
James Burgoyne - CIO
Eve Gustowski - IDG Australia



IDG's 14th Annual Employee Photo Calendar Contest

Once again, it's time to get out those cameras, dust off those photo albums and enter IDG's 14th annual International Photo Calendar Contest. All IDG employees are encouraged to submit photos and take a chance on having their masterpieces selected for inclusion in the 1998 Employee Photo Calendar.

Here's all you have to do:

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with your name, business unit and address, telephone and fax numbers and a photo title.
2. Submit photos as developed without retouching.
3. Entries must be received by **Monday, Sept. 15**. Please send your photos to: IDG World Update, 31 Milk Street, Suite 210, Boston, MA 02109, U.S.A. All photos will be returned. Any questions, please contact Penny Winn (penny_winn@idg.com) or Lori Montemurro (lori_montemurro@idg.com) or call: 617-423-9030.

First Prize: $250.00 Second Prize: $150.00 Third Prize: $100.00

CELEBRATING 10

Paul Mercer

HOME: Shrewsbury, Mass.

JOINED IDG: February 1987 as a courier for the IDG Marcomm Group.

CURRENT TITLE: Network World billing manager.

MOST MEMORABLE WORK MOMENT: I was working in the *Computerworld* mailroom. Thieves who were stealing car radios in the Lechmere parking lot across the street, were chased by police into the *Computerworld* parking lot. The thieves, now in their own car, jumped the curb leading to the back parking lot, took out a bush and were arrested.

WHAT'S KEPT YOU AT IDG: The never-ending stream of opportunity.

BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK? Winning the President's Award at Network World.

FAMILY: Wife **Jean-Kolak Mercer** (*Computerworld*), and son Griffen, 7 months, a.k.a. "King of the House."

DREAM DESTINATION: Space.

FIVE PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY: Anthony Burgess, Alexander the Great, Thomas Jefferson, Madam Curie and my wife to keep the conversation moving.

LAST GOOD DEED? Painted my mother-in-law's house.

FIRST JOB OUT OF COLLEGE: I worked at Burger King one morning, but I hated it so much I quit before the noon rush.

NETWORK WORLD'S PAUL MERCER (RIGHT) JOINS IDG *Chairman* ***Pat McGovern*** *for dinner at Boston's Ritz-Carlton in celebration of his 10 years of service to the company.*

BEST BOOK READ IN THE PAST YEAR: *Boiling Point — The Rise and Fall of the Middle Class*, by K. Phillips.

FAVORITE VACATION SPOT: Any warm tropical island.

MANAGER'S PROFILE: "Paul is a manager's dream. His attention to detail and technical ability are key elements contributing to the overall success of Network World. Paul is always willing to take on additional responsibilities and is always looking for new challenges. Those who have the pleasure of working with Paul are impressed with his 'can do' attitude and his willingness to go that extra mile. Network World is lucky to have Paul on its team."

- ***Mary Fanning****, vice president, Finance and Operations*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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July 28, 1997

IDG TAPS WIRED CO-FOUNDER TO HEAD UP NEW 'DIGITAL INDUSTRY' BUSINESS UNIT
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PC WORLD GLOBAL PRODUCT SUPPORT CENTER ANNOUNCES NEW CONTACT
PAGE 2

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Hong Kong Marks Historic Handover with Special Issue, Group Outing

IDG Hong Kong marked this month's historic handover of the island to China with a special issue of *Computerworld Hong Kong* and, on a more light-hearted note, a company outing to a local amusement park.

The June 26 edition of the island's leading English-language IT newsweekly was entirely devoted to issues surrounding the reunification of Hong Kong and China and how those issues may affect the local and international IT communities. All of the articles, which range from an examination of the uncertainty surrounding Internet freedoms in Hong Kong to a business-as-usual look at the handover's neglible effect on the local IT industry and including Editor **Don Tennant**'s editorial, "Why reversion to

Computerworld
HONG KONG
HONG KONG IN TRANSITION

•CONTINUED PAGE 6 •

IDG's Asia/Pacific Managers Convene in Hong Kong, Shenzhen

'97 IDG 亚太区经理会议
IDG ASIA/PACIFIC MANAGERS' MEETING

MANAGERS AT IDG'S VARIOUS CHINESE OPERATIONS GATHERED IN SHENZHEN TO *avoid the difficulties of obtaining Hong Kong visas in the hectic days prior to the reunification of Hong Kong and China.*

As Hong Kong prepared for the changes that will come with its return to China, managers of IDG business units from across the Asia/Pacific region gathered in Hong Kong and Shenzhen, China, recently for the annual Asia/Pacific Managers Meeting. Managers from IDG's host of companies in China met in Shenzhen to avoid the difficulties of obtaining Hong Kong visas during the busy transition period. Other regional managers met in Hong Kong.

The two primary purposes for the meetings were to review year to date business results and make a first review of proposed business plans for FY98, which begins Oct. 1. Each business manager presented plans to a review board made up of peers and Executive Committee members who assist in shaping the final budget for next year.

The group sessions also heard lengthy reports on IDG's plans for new projects in areas ranging from the Web to new magazine launches in the U.S. IDG President **Kelly Conlin** gave the group an advance look at IDG.net, IDG's new and radically different approach to serving customers' information needs via the Web.

IN BRIEF

Wired Magazine Co-founder to Head Up New Unit for IDG

Wired Magazine Co-founder **John Battelle** has been named CEO of a new IDG business unit, based in San Francisco, that will develop publications and Web information services covering the emerging "digital industry."

"A vibrant new industry is growing up around the intersection of technology, the Internet, entertainment and media, and IDG will be developing a whole range of products to help our 90 million readers around the world understand and benefit from this important emerging industry," said IDG Chairman **Pat McGovern**.

"This announcement coincides with a series of developments related to IDG's leadership in fulfilling our customers' needs on the Internet," said IDG President **Kelly Conlin**. "For the last 18 months, IDG has been building the broadest collection of computing content on the Web — represented by our 140 sites spanning more than 50 countries. Last month, we introduced IDG.net and the IDG Global Web Ad Network, giving readers access to the most comprehensive content collection and advertisers access to the richest set of computer buyers on the Web today. That strategy is complemented by an aggressive schedule of new publication launches around the world.

Previously, Battelle held various senior management positions at Wired Ventures including editor-in-chief of *Wired UK*, deputy editor *Wired US* and executive director of editorial development where he worked on various online, print and television projects. Formerly he was a reporter with the *Los Angeles Times*.

BATTELLE

JACOBS NEW CONTACT FOR PCW GPSC

Nancy Jacobs, assistant to the CEO at PC World, will replace Angie Weber as the primary contact for the PCW Global Product Support Center. Jacobs' responsibilities will include the 1998 Global Subscriber Study, distribution of the *PCW* content CD, future product line meetings, requests for hard copies of the magazine and miscellaneous marketing/sales, testing and circulation-related requests. Business Analyst Angie Weber will continue to manage the PCW GPSC Web site project in addition to her PCW Online Services Group duties.

Contact Nancy Jacobs at tel: 415-978-3303; fax: 415-975-2631; e-mail: nancy_jacobs@pcworld.com. Contact Angie Weber at angie_weber@pcworld.com

Visitors, Exhibitors Flock to Macworld Expo Taipei '97

Macworld EXPO TAIPEI '97
MACWORLD EXPO TAIPEI '97
專業研討會
CONFERENCE
IDG
MOTOROLA
CETRA
Umax

MACWORLD U.S. PRESIDENT AND CEO COLIN CRAWFORD *delivers the keynote address at Macworld Expo Taipei '97.*

The second Macworld Expo Taipei held May 24-28 experienced a growth of more than 20% in both rentals and number of exhibitors over the previous year's event.

Held at the largest major exhibition center in Taipei, the Taipei World Trade Center, Macworld Expo featured 120 exhibitors. Companies that occupied the 350 booths include Apple, Adobe, Umax, Epson, Fuji Xerox, Canon and Taiwan Telecom.

Approximately 55,000 visitors attended the five-day show, which featured a home page hands-on workshop, an Internet zone, a Valentine's Day card design contest, a free game corner and the IdN Award display gallery.

Colin Crawford, president and CEO of Macworld Communications, Inc., delivered the keynote address in which he discussed the new breakthrough products and technologies that will now be available due to Apple's decision to license the Macintosh hardware and software.

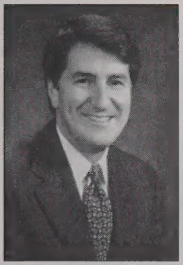
Other speakers included David Chang, business manager, Motorola Electronics Taiwan; Rick Myers, developer relations manager, Apple Asia; and Peter Mehring, general manager, VP of R&D, Umax, U.S.

IDG World Expo Asia Project Executive **Culsin Li** said the show was quite a success, especially in terms of sales. "Apple sold 8,000 Macintosh computers in the five-day show," Li said. "In terms of visitor quality, more Mac fans and real buyers attended this year."

Macworld Expo Taipei is jointly organized by the IDG World Expo/Asia Hong Kong office and the China External Trade Development Council.

Macworld Expo Taipei '98 is scheduled for May 23-27, 1998 at the World Trade Center in Taipei.

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q Given that there have been rumors in the past about IDG possibly buying CMP, will CMP's recent filing for an IPO prompt any move on our part to buy some interest in the possibly soon-to-be-public CMP company?

A While IDG may buy a few token shares of the company, there are no plans to buy a large stake in CMP. Even if IDG — or any other company — were to buy a large stake, it would not be for the purposes of an acquisition since CMP is only selling a minority stake in the company, and the shares being offered to the public have less voting power than the shares retained by the current, controlling shareholders. This is a common structure for families wanting to retain control of their company while still selling public stock.

Wired Magazine launched with a bang a few years ago and still has plenty of advertising. Yet two IPO attempts failed last year and they seem to have pulled back from the international edition program they were pushing not too long ago. How do you view these developments, and is IDG approaching the consumer market differently with The Web Magazine?

Wired is a publication that defies easy categorization — it is not a traditional business publication, nor is it a true consumer publication. Its early success was built on its launch coinciding with the Web's sudden and surprising ascendance, its deft marketing in identifying this new influential "digerati" audience, and its clever and challenging editorial voice. That said, the company's failed IPOs show that its attempts to capitalize on that early success have been stymied. Others have written extensively on the culture of *Wired* not being "friendly" to bottom-line oriented business judgment in extending the *Wired* brand into new areas that would have given investors confidence that the company was a robust, sustainable business opportunity and not just a quickly fading comet. They have scaled back the company since the failed IPOs, presumably to tackle just that issue.

IDG's strategy is to ensure that we are reaching each important audience involved in this "wired" world. First, our existing publications have extended their coverage to include the Internet as it pervades nearly everything in our industry.

Second, we have launched new publications such as *The Web* to reach new audiences. *The Web* focuses on "what's on and where to go" on the Web — giving readers a very practical, useful guide to making the Web understandable and accessible. Other new publications are in the works, including an Internet weekly that will focus on the digital industry. Different from *Wired*, these publications are clearly focused: *The Web* on the new Web consumer, the Web weekly on the business of the Web; one focused on the consumer, the other focused on business.

Third, we are aggressively extending our brands onto the Web to ensure that we are delivering our content in both print and online. We now have the largest collection of computing content on the Web today, and that lead will only increase. "The real growth of the Web is now going to be fueled by local language and content," said IBM's director of worldwide media strategy and operations, Marianne Caponnetto, in last week's *Ad Age*. In other words, the growth of the Web is going to be fueled by global companies like IDG.

Is Computerworld Antarctica for real, and with such small readership (35 lonely scientists?) does IDG gain anything from it?

Actually, it's *Computerworld South Pole*, and the gain we measure most is the gain its readers receive in the understanding of issues related to this fascinating and technologically intensive part of the world. It's important to note that while the population of the Antarctic is quite modest, the number of students, scientists and others interested in the continent is quite substantial. According to IDG Chairman **Pat McGovern**, who personally ventured to the South Pole to start the publication, the operations director at the Amundsen-Scott Research Station estimates there are 10,000 people involved throughout the world in polar research, and they are virtually all involved with the use of computers and data communications for data capture, analysis and reporting for their environmental, astrophysical and geophysical activities.

IDG also gains from staying true to our mission of being the preeminent provider of information services on information technology globally. Having been a pioneer in many parts of the world — Eastern Europe, Soviet Union, China — it is appropriate and fitting that IDG is the first publishing company in history to publish on all seven continents.

IDG is the world's largest supplier of information on the IT industry yet even in Boston where we have our corporate base few people know the company name, especially those outside the industry. Does this concern the Executive Committee or is recognition of our publication and show names enough?

The key global brands of our publications and events continue to be our most important assets, and the majority of our marketing is focused on these core brands. With the introduction of IDG.net, however, we are in fact increasing the attention we give to marketing the IDG name. You will see more corporate communication activities in the year ahead in a variety of ways. For example, our publications this fall will begin printing the logo of IDG.net as a "snipe" on their covers as a way to encourage readers to turn to IDG first on the Web. You will see advertising for IDG.net on heavily trafficked Web sites, and you will see IDG's name in places you would not have seen it in the past — such as a billboard on Route 101 in San Francisco, as the *Update* covered a few weeks ago!

The Envelope Please... Inside IDG Awards Programs

This is the first in a two-part series exploring IDG awards programs.

It seems everyone does them. Some are huge affairs with parties, plaques and speeches. Others are small monthly "blue ribbon" announcements. Whatever the size, venue or type, from the venerable Computerworld Smithsonian Awards to the classy Federal 100 to the hip Webbys, awards programs are a true win-win-win proposition — serving the needs of readers, advertisers and importantly, the publications themselves.

PART 1: WHAT'S IN IT FOR EVERYONE?

One of the most common reasons for publications to develop and institute awards programs is to increase exposure for their titles.

Nine years ago, *Computerworld* joined forces with the Smithsonian Institution's national Museum of American History to shine a spotlight on outstanding achievements in the field of information technology. The Computerworld Smithsonian Awards Program is now acknowledged as the leading international program for recognizing outstanding contributions in IT. Winners of the prestigious awards, announced each year at a gala Washington, D.C. ceremony, are included as part of a permanent display at the Smithsonian's National Museum. Given the tens of thousands of visitors the museum welcomes each year, this promotion of the *Computerworld* name would be hard to match.

Macworld, which sponsors five separate awards programs, positions its programs first and foremost as a reader service.

"Our awards exist to help readers make the best purchasing decisions," said **Lauren Black**, lab director at *Macworld.*

However, Black said an important side benefit of the awards programs is the publicity they generate for the magazine. The winners receive the *Macworld* award logo and since most are extremely proud of their win, they use the logo in their ads. When people see those ads, they see *Macworld*, Black said.

Tied to the idea of increased exposure, awards programs also give *Macworld* the chance to reinforce its reputation as the leading Mac expert and as a publication people will turn to for guidance.

"Our focus is as the essential Mac research guide," Black said. "We try to help buyers buy the best products, and we spin ourselves and our editors as experts."

PC Games' Marketing Manager **Michelle Stratton** also credits awards programs with helping to define the publication as an expert.

"Awards position us as industry leaders," Stratton said. "When companies include the award artwork on their promotional pieces or when they display the award, our name is associated with a great product and everyone knows we were sharp enough to recognize it. We brand ourselves as opinionated experts."

Awards also serve a public relations function for magazines, helping them make both their clients and readers feel

PUTTING IT TOGETHER

Organizing an awards ceremony is a complex and time-consuming effort, which often begins up to a year in advance. Using *FCW*'s Federal 100 Awards as an example, Marketing Events Manager Kay Murray created the following timeline to show what goes into putting an awards ceremony together.

ONE YEAR OUT:
- Select and book venue
- Select and book entertainment (speaker/well known entertainer)

FOURTEEN WEEKS OUT:
- Submit Request for Proposals to event management/registration firm
- Submit request for awards/giveaway items to vendor
- Prepare informational sheet for sales reps to give to advertisers
- Copy due for sponsorship brochure
- Order postage for sponsorship brochure
- Send out memo of sponsorship prospects to sales reps
- First advertisement in monthly wrap in Federal Computer Week
- Book musical entertainment

THIRTEEN WEEKS OUT:
- Select event management/registration firm and sign contract
- Sponsorship brochure first draft due
- Order computer file labels for sponsorship brochure
- Send sponsorship brochure to printer
- Text due for first house ad
- First draft of letterhead due
- Send letterhead to printer

TEN WEEKS OUT:
- Place order for awards and gift for Federal 100 winners
- First draft of first house ad due
- Copy for first press release due
- Order postage and computer file labels for first press release
- Send first press release to printer
- Second ad in monthly wrap in Federal Computer Week

NINE WEEKS OUT:
- Copy due for second house ad
- Mail sponsorship brochure
- Film and artwork due for first house ad
- Letterhead due in office
- Mail first press release
- Copy for invitations due
- Send invitations to printer

EIGHT WEEKS OUT:
- Final list of winners due
- Visit event site to confirm layout/menus/audio visual
- Confirm and order stage requirements
- Book local hotel rooms for staff
- First house ad runs

SEVEN WEEKS OUT:
- Second house ad first draft due
- Research addresses of winners

Job Opportunities
Week of July 28, 1997

Regional Manager (CW)
The selected candidate will be responsible for the successful prospecting, presentation, and sales of advertising space to corporate/government clients in a given geographic territory. Candidates must have the ability to work with a highly interactive team process to achieve maximum results and the ability to manage the process of outside selling, including trade shows and conferences, face to face sales work and the necessary administrative detail. A desire to understand both the IS and HR roles in business and a keen interest in serving those roles through our products and services is critical for these positions.
Location: Dallas, TX
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Sales Associate (CW)
The selected candidate will provide multi-functional support to a District Manager and Director of Business Development. Responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination, and event planning. Ideal candidate is goal oriented, independent, extremely organized, and thrives in a very fast paced environment. This individual must possess a bachelors degree, relevant experience, and a strong technological aptitude.
Location: Atlanta, GA
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Part-Time Research Internship (IDC)
IDC is currently looking for a part-time intern (20 hours/week) to be responsible for conducting primary and secondary IT-related market research in the IDC library and/or through discussion with IDC analysts and industry contacts and interacting with clients within IS organizations, computer vendors, and industry professionals over the telephone as necessary. We are looking for an individual who is a highly motivated individual with the ability to work independently, possesses computer industry knowledge, good people and writing skills, CD-ROM/Internet searching experience, Microsoft Windows/Word/Excel experience. Past research experience a plus. Location: Framingham, MA
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Marketing Administrator (IDC)
IDC is seeking a highly motivated administrator to provide support to our Marketing team. Responsibilities include coordinating multiple promotional mailings, taking event registrations, administrative support, marketing database support, and some desktop publishing. The ideal candidate should have 1-2 years business experience, be well organized, detail oriented, and able to work independently as well as in a team. Computer skills with PC and Mac experience preferred. QuarkXPress, Word, and Excel a must. FileMaker a plus! Location: Framingham, MA
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Copy Center Operator (IDC)
The person in this position is responsible for operating the copy center and completing requests in a timely manner. Duties include copying print orders, distributing faxes, providing service for copiers and fax machines, as well as general upkeep of conference rooms and coffee areas. This person will also be responsible for providing support to the mailroom and telecommunications department on an as needed basis. This ability to lift 50 pounds is needed. Candidates should be reliable and responsible. Some office experience is helpful. Location: Framingham, MA
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

Systems Support Specialist (IDG)
IDG is currently seeking a highly motivated enthusiastic individual to join our IS department. Our environment includes DEC, VAX, Alpha with OpenVMS, Microsoft NT server, Lotus Notes, Novell 3.1, cc:Mail, and PC and Mac on a 300+ ethernet based LAN/WAN environment. This position will give you an excellent opportunity to demonstrate your talents and gain practical experience with these state-of-the-art technologies. The successful candidate must have 3+ years experience in a system support role. A bachelors degree in Computer Science is preferred. Strong organizational and written communication skills are required.
Location: Framingham, MA
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: eric_cormier@idg.com

Correspondents (IDG News Service)
IDG's daily, international news service seeks experienced, high-energy journalists to cover the U.S. computer and communications markets. Wide ranging responsibilities include covering trade shows, press conferences, and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with a uniquely global perspective. Frequent domestic and some overseas travel will be required. Ideal candidates will have good command of AP-style newswriting, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum - from hand-held computers to mainframe systems and from PC LANs to global voice/data networks. Strong computer skills and experience using a notebook PC in a remote computing environment would also be a plus. A second language is a plus. Location: Boston/San Francisco
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Customer Service Rep (IDG/B)
This full-time position involves heavy 800 line phone contact with new and existing clients. Responsible for assisting clients with ordering needs of processing orders for materials and services. Will provide product information, clarify delivery requirements, and respond to order related inquiries. Will also require sales administrative support, and extensive interaction with other departments. The successful candidate will have excellent phone, communication, and influencing skills, and preferably possess a background and interest in the computer and book publishing industry. Location: Foster City, CA
Contact: A. Patton, Fax: 415-655-3206, Phone: 415-655-3230, Email: cajobs@idgbooks.com

Office Administrator (IDG/CSG)
Job responsibilities include general administrative and project management for this "start-up" publication. Strong administrative and organizational skills required. In addition, excellent communication skills, facilitation skills and resourcefulness is needed. Ability to multi-task and make sound decisions autonomously is important in this dynamic environment. Requires 4-7 years strong administrative and project management experience, plus strong computer skills including Word, Excel, and PowerPoint. Knowledge of general accounting procedures a plus. Location: Framingham, MA
Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

Art Director (IDG/CSG)
IDG's new Channel Services Group Art Director will be in charge of the development and implementation of the graphic content of the magazine. The candidate will have responsibility for the magazine's covers and regular consultation with the editorial staff for input into the direction of editorial art. The ideal candidate will have a strong creative background and proven track record with cutting edge publishing technology. Location: Framingham, MA
Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

Copy Editor (IDG/CSG)
IDG's new Channel Services Group Copy Editor will be responsible for editing and proofreading copy for grammar, consistency and style; writing headlines; and producing pages. Sharp eye for detail and ability to work under daily deadlines required. BA degree and 1-2 years of copy editing experience necessary. Location: Framingham, MA
Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

Managing Editor (IDG/CSG)
IDG's new Channel Services Group Managing Editor will coordinate scheduling, art and design, copy flow, and shipping schedules, as well as, content editing, copy editing, and production work as needed. A minimum of 5 years direct editing experience and demonstrated skill managing in a fast paced high-tech environment required. Channel experience and knowledge of mid-sized enterprise technologies preferred. Location: Framingham, MA
Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

Senior Features Editors (2) (IDG/CSG)
IDG's new Channel Services Group Features Editors will be responsible for editing and writing feature stories on a range of topics. Proven editing and writing skills are a must, as the candidate will be working with freelancers to craft stories into hard-hitting features. Candidate must have at least 5 years direct high-tech reporting and/or editing experience, strong organizational skills, and possess a solid working knowledge of computer technology. Channel experience and knowledge of mid-size and enterprise technologies preferred. Location: Framingham, MA
Contact: D. Vieraitis, Fax: 415-312-0668, Phone: 415-312-0566, Email: donna_vieraitis@infoworld.com

Director, National Accounts (IMS)
Immediate opening with IDG Marketing Services for a Director of National Accounts. This Eastern US position will be responsible for corporate sales and marketing for an assigned account list. Working with MarComm clients and their agencies, the successful candidate will be charged with growing the sponsor revenue to IDG while establishing and maintaining influential relationships. Extensive travel is necessary. Being a "self-starter/self-motivator" is also a must in this lean and dynamic organization. The minimum requirements are: 5-6 years selling experience, with a track record of successfully growing account spending and providing excellent customer service. A good understanding of marketing and the advertising process is also necessary. IDG Marketing Services is a dynamic part of our corporate marketing function and thus a high level of interaction with all of the people and products offered by IDG companies is necessary. Location: Stamford, CT
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

IS Support Specialist (IMS)
IDG Marketing Services is seeking a highly motivated and enthusiastic IS Support Specialist. In this position, you will be providing customer focused IS support. Responsibilities include installing and maintaining desktop systems as well as administer network services. In addition the qualified candidate should possess strong troubleshooting and analyses skills to resolve hardware, software, and networking problems. Ideal candidates will possess 1-3 years PC and Mac support. Experience supporting Windows'95, Mac OS, MS Office, Lotus Notes, and remote communication technologies necessary.
Location: San Francisco, CA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Marketing Specialist (NW)
Network World, Inc.'s Professional Development Group is looking for a Marketing Specialist to work on a variety of marketing logistics in support of their seminar programs. Responsibilities for this position include organizing and coordinating all aspects of our direct mail programs, handling corporate sponsor marketing logistics and assisting with market research. The ideal candidate should be well organized, detail oriented, possess strong computer skills and be an excellent communicator. Prior marketing experience strongly preferred. Experience with PageMaker or Quark a plus. Some travel required. Location: Framingham, MA
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Account Manager (PC Games)
The hottest area in high-tech is computer gaming! PC Games (relocating to San Francisco in the fall) is seeking a high energy individual to develop new business in print and Web advertising. Working closely with our regional sales managers, this position requires previous advertising sales experience, excellent telephone prospecting and communication skills, and a passion for extraordinary customer service. We are looking for a detail-oriented team player who enjoys the fast pace and challenges of a dynamic and fun sales environment. Location: San Mateo, CA
Contact: J. Knapp, Fax: 415-349-8532, Phone: 415-286-2502, Email: -NA-

Online Promotion Coordinator, PT (PC Games)
Relocating to San Francisco in the fall, PC Games is looking for a part-time online promotion coordinator to implement a variety of online programs for our pcgames.com internet site. Responsibilities include executing online promotions, coordinate online PR efforts, developing contacts for partnering programs, searching the web for sponsorship opportunities and tracking log files. Must have working knowledge of the internet, online services, ability to work on multiple projects simultaneously, and have excellent oral and written communication skills. Macintosh proficiency required, PC knowledge as of the entertainment software market a plus. Location: San Mateo, CA
Contact: S. Rodriguez, Fax: 415-349-5279, Phone: 415-286-2514, Email: srodriguez@pcgames.com

Copy Editor (PCW)
PC World seeks a detail-oriented wordsmith to edit manuscripts for style, clarity, consistency, tone, logic, and liveliness. The individual will also manage assigned articles and art elements through all stages of production to ensure on-time delivery. Ideal candidates will have 3 years of copy editing experience at a magazine; the ability to prioritize and manage multiple tasks; and excellent judgment. Familiarity with the Mac, Quark, Word, Excel, and the Web a big plus. Location: San Francisco, CA
Contact: K. Stein, Fax: 415-442-1891, Phone: 415-974-7362, Email: kim_stein@pcworld.com

Western Ad Director (PCW/WEB Magazine)

Management of advertising sales with an emphasis on revenue generation responsibility for the western territory. Must have superior sales management experience, ability to hire, motivate and provide ongoing training to sales staff. Ability to communicate effectively both written and orally. Extensive travel required. Location: San Francisco, CA
Contact: G. Mason, Fax: 415-974-7316, Phone: 415-978-3329, Email: greg_mason@pcworld.com

Web Developer (Publish)

Publish is looking for a self motivated, technical individual interested in trying new web solutions. Responsibilities include HTML coding and design, preparing layout, proofreading, planning page and art production schedule, server maintenance, copyediting, and organizing content for monthly Software Closet updates. The successful candidate should have comprehensive knowledge of HTML language. Strong knowledge of systems administration on UNIX systems and web servers along with graphic programs including: Adobe Photoshop, Illustrator, Gif Builder, Debabelizer, off-line and on-line HTML editors (BBEdit), (vi, emacs). Excellent line-editing, proofreading skills as well as the ability to manage multiple tasks required, as well as work with a team and communicate effectively. 1-4 years work or related experience, and a BA degree required.
Location: San Francisco, CA
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: eric_cormier@idg.com

BU	Category	Title	Location	Contact	Phone	Fax
CIO	Art/Design	Senior Graphic Designer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Features Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Features Writer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Senior Editor	Framingham, MA	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	On-Line	Web Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	On-Line	Website Intern (2)	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	PR	Publicist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Sales	Regional Sales Manager	New Jersey	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Systems	IS Support Specialist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Art/Design	Graphic Designers (2)	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Edit	Staff Writer	MA or CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Rsch	Marketing Database Specialist	Framingham, MA	C. Chupka	P: 508-820-8162	F: 508-879-3760
CW	Sales	Account Executive	Irvine, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Account Executive	Atlanta, GA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Executive	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Executive	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Account Executives (2)	Waltham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	District Sales Manager	Atlanta, GA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	District Sales Manager	Chicago, IL	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Eastern Regional Dir, Custom Publications	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Regional Manager	Dallas, TX	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Sales Associate	Atlanta, GA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Associate (2)	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Operations Manager	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Senior District Sales Manager	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Systems	Internship, IS Department	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW/Hong Kong	Edit	Senior Writer	Hong Kong	R. Garretson	P: 617-423-9030	F: 617-423-0240
ENN	Sales	Director, Regional Recruitment Advertising	EC or WC	S. Brown	P: 508-935-4099	F: 508-935-4600
ExecuTrain	Admin	Executive Assistant	Atlanta, GA	K. Brice	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	Course Developer	Atlanta, GA	J. Hall	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	Editor	Atlanta, GA	J. Hall	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Desktop App	ILT Support Manager	Atlanta, GA	J. Holman	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Finance	Purchasing Manager	Atlanta, GA	B. Buhay	P: 770-667-7700	F: 770-664-2006
ExecuTrain	HR	HR Operations Manager	Atlanta, GA	H. Boyd	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Sales	Regional Sales Support Manager	Atlanta, GA	S. Wilson	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Systems	Operations Manager	Atlanta, GA	P. Richards	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Systems	Software Engineer	Atlanta, GA	P. Richards	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Tech	Assessment Specialist	Atlanta, GA	C. Burdett	P: 770-667-7700	F: 770-664-2006
ExecuTrain	Tech	Course Developer	Atlanta, GA	J. Adkisson	P: 770-667-7700	F: 770-665-2006
ExecuTrain	Tech	Course Editor	Atlanta, GA	K. Monks	P: 770-667-7700	F: 770-664-2066
ExecuTrain	Tech	Desktop Publisher	Atlanta, GA	C. Luse	P: 770-667-7700	F: 770-664-2006
GamePro	Ad Sales	Advertising Coordinator	San Mateo, CA	G. Rambis	P:	F: 415-349-1598
GamePro	Art/Design	Designer	San Mateo, CA	F. Mao	P: 415-286-2518	F: 415-349-5279
GamePro	Circ	Customer Service Rep, Part-time	San Mateo, CA	I. Basurto	P: 415-286-2501	F: 415-349-2309
GamePro	Edit	Assistant Editor, Online	San Mateo, CA	K. Skaggs	P: 415-286-2537	F: 415-349-8347
GamePro	On-Line	Online Producer	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
GamePro	Sales	Account Manager	San Mateo, CA	C. Lee	P: 415-286-2583	F: 415-349-5279
GamePro	Sales	Sales Coordinator	San Mateo, CA	C. Lee	P: 415-286-2583	F: 415-349-5279
ICE	Admin	Executive Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
ICE	Sales	National Account Manager	MA or CA	A. Jones	P: 508-935-4315	F: 508-935-4600

BU	Category	Title	Location	Contact	Phone	Fax
IDC	Admin	PT Administrative Assistant	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Expo	Conference and Events Director	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Intern	Part-Time Research Internship	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Mktg	Marketing Administrator	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Operations	Copy Center Operator	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Director, Data Communications Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Analyst, Asset Management Services	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Sr Research Analyst, Collaborative Computing	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Internet	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDC	Systems	Database Administrator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Manager of Systems & Communications	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Sr Systems Administrator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Senior Systems Administrator (LAN/WAN)	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	WWW Software Engineer	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC Gov't	Rsch	Research Analyst, Goverment-Public Sector	Falls Church, VA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC/LINK	Rsch	Prog Mgr, Consumer Computing&Educ Mkts	New York, NY	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDC/LINK	Rsch	Sr. Analyst, Small Business/Home Office	New York, NY	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDG	Exec	Vice President, Enterprise Newsweekly Network	EC or WC	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG	Finance	Accounting Assistant	Framingham, MA	M. Higgins	P: 508-935-4766	F: 508-935-4600
IDG	HR	Dir, Compensation, Benefits, and HR Systems	Framingham, MA	T. Mathews	P: 508-935-4710	F: 508-935-4600
IDG	HR	HRIS Administrator	Framingham, MA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
IDG	Systems	Senior Applications Analyst	Framingham, MA	K. McPhillips	P: 508-935-4531	F: 508-935-4600
IDG	Systems	Systems Support Specialist	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG Central Ser	Finance	Accounting Coordinator	San Francisco, CA	M. Reyes	P: 415-978-3364	F: 415-543-3984
IDG List	Admin	Administrative Coordinator	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG List	Sales	Account Executive	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG News Servi	Edit	Correspondents	Boston/San Fran	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG.net	Edit	Editorial Assistant	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Edit	Features Editor	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Edit	News Editor	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Exec	Editor-in-Chief	San Francisco, CA	L. Morgan	P:	F: 415-705-6421
IDG.net	Systems	Channel Programmer (half-time)	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	Lead Programmer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	Programmer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	System Administrator (half-time)	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	Technical Director	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG/B	Admin	Administrative Assistant	Foster City, CA	A. Patton	P: 415-655-3230	F: 415-655-3206
IDG/B	Admin	Temporary Employees	Foster City, CA	A. Patton	P: 415-655-3230	F: 415-655-3206
IDG/B	Art/Design	Graphics Coordinator	Foster City, CA	L.Young	P: 415-655-3230	F: 415-655-3206
IDG/B	Edit	Acquisitions Assistant	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Acquisitions Editor - Dummies Trade	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Acquisitions Editor/Executive Editor, DP	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Acquisitions Manager/Director	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Copy Editor	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Copy Writer, CPG	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Development Editor	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Edit	Editorial Assistant	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Editorial Manager, Dummies Press	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Sr. Executive Editor, Dummies Press	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Finance	Accountant	Foster City, CA	A. Patton	P: 415-655-3230	F: 415-655-3206
IDG/B	Finance	Accounts Payable Clerk	Foster City, CA	A. Patton	P: 415-655-3230	F: 415-655-3206
IDG/B	Finance	Credit Specialist	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Finance	New Accounts Assistant	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Finance	Royalty Accountant	Foster City, CA	A. Patton	P: 415-655-3230	F: 415-655-3206
IDG/B	Intern	IS Intern	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Mktg	Channel Marketing Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Mktg	Publicist, Dummies Group	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Mktg.	Designer	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	On-Line	On-line Development Editor	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	On-Line	Online Specialist	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Operations	Director, Voice/Data Communication	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	PR	Tech Publicity Manager	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Prod	Director of Production	Foster City, CA	D. Harris	P: 415-655-3039	F: 415-655-3206
IDG/B	Prod	Product Packaging Coordinator	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Prod	Production Quality Control Specialist	Foster City, CA	L.Young	P: 415-655-3230	F: 415-655-3206
IDG/B	Production	Project Coordinator	Foster City, CA	L.Young	P: 415-655-3230	F: 415-655-3206
IDG/B	Sales	Corporate Key Account Manager	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Customer Service Rep	Foster City, CA	A. Patton	P: 415-655-3230	F: 415-655-3206
IDG/B	Sales	Domestic Rights Manager	Foster City, CA	A. Patton	P: 415-655-3230	F: 415-655-3206
IDG/B	Sales	Key Account Representative	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Part-Time Merchandiser	San Francisco, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Sales	Sales Support Associate	Foster City, CA	P. Levenduski	P: 415-655-3015	F: 415-655-3206
IDG/B	Systems	IS Manager	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/CSC	Admin	Executive Administrative Assistant	Boston, MA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG/CSG	Admin	Office Administrator	Framingham, MA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IDG/CSG	Art/Design	Art Director	Framingham, MA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668

BU	Category	Title	Location	Contact	Phone	Fax
IDG/CSG	Edit	Copy Editor	Framingham, MA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IDG/CSG	Edit	Managing Editor	Framingham, MA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IDG/CSG	Edit	Senior Features Editors (2)	Framingham, MA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IDG/CSG	Sales	Regional Sales Managers	various	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IDG/CSG	Systems	Manager of Information Systems	San Mateo, CA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IDG/Rsch	Rsch	Research Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG/Rsch	Rsch	Research Assistant (P/T)	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG/Rsch	Rsch	Research Associate, Competitive Analysis	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IFW	Admin	Receptionist	San Mateo, CA	S. Moore	P: 415-312-0631	F: 415-312-0668
IFW	Edit	Copy Editor	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Edit	Freelance Copy Editor	San Mateo, CA	E. Aronowitz	P: 415-312-0673	F: 415-312-0558
IFW	Edit	Senior Editor	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Intern	Fluegelman Internship	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	On-Line	General Manager, Product Champion, Electric	San Mateo, CA	D. Vieraitis	P: 415-312-0566	F: 415-312-0668
IFW	Sales	Account Executive/Inside Partner	Framingham, MA	L. Brault	P: 415-312-0669	F: 415-312-0668
IFW	Sales	Inside & Outside Sales Reps	various	L. Brault	P: 415-312-0669	F: 415-312-0668
IFW	Sales	Regional Sales Manager	Des Plaines, IL	L. Brault	P: 415-312-0669	F: 415-312-0668
IFW	Sales	Sales Associate	Framingham, MA	L. Brault	P: 415-312-0669	F: 415-312-0668
IFW	Systems	PC Support Specialist	San Mateo, CA	S. Moore	P: 415-312-0631	F: 415-312-0668
IFW	Testing	Analyst - Application Development	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IFW	Testing	Enterprise Analysts (2)	San Mateo, CA	S. Barnes	P: 415-525-3464	F: 415-312-0668
IMS	Ad Sales	Ad Traffic Coordinator	San Francisco, CA	J. Hourston	P:	F: 415-705-6421
IMS	Admin	Executive Assistant	San Francisco, CA	L. Fincke	P: 415-676-3053	F: 415-835-2473
IMS	Mktg	Vice President of Marketing	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IMS	On-Line	HTML Production - Contract Position	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	On-Line	Web Designer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Operations	Operations Coordinator	Framingham, MA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Sales	Director, National Accounts	Stamford, CT	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Sales	National Sales Director, International	East Coast	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Systems	IS Support Specialist	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS/EMEA	Rsch	Director, Consulting Services	Staines, England	J. Meers	P: 011-44-1784-210-210	F: 011-44-1784-210-200
IMS/EMEA	Sales	On-Line Sales Executive	Staines, England	P. Shalet	P: 011-44-1784-210-210	F: 011-44-1784-210-200
IPS	Edit	Assistant Editor	MA or CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IPS	Systems	Network Services Administrator	Boston, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
MAC	Edit	Assistant Editor	San Francisco, CA	C. Person	P: 415-978-3345	F: 415-442-0766
MAC	Edit	Assistant Editor	San Francisco, CA	C. Person	P: 415-978-3345	F: 415-442-0766
MAC	Edit	Associate/Sr. Associate Editor (Features)	San Francisco, CA	G. Gruman	P: 415-978-3176	F: 415-442-0766
MHA	Expo	MHA Event Show Manager	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
MHA	Sales	Account Manager	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
NW	Edit	Associate Features Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Copy Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Freelance Copy Editors	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Fusion	Database Administrator	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Mktg	Marketing Specialist	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Mktg	Marketing Specialist	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Mktg	Public Relations Manager	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	Account Executive	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Sales Assistant	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Senior Director, Recruitment	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Systems	Manager, Desktop Services	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
PC Advisor	Edit	Editor-in-Chief	London, England	K. Gould	P: 44-171-831-3191	F:
PC Games	Ad Sales	Account Manager	San Mateo, CA	J. Knapp	P: 415-286-2502	F: 415-349-8532
PC Games	Admin	Executive Assistant	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
PC Games	Circ	Newsstand Sales Manager	San Mateo, CA	M. Newlin	P: 415-286-2509	F: 415-349-5279
PC Games	Circ	Newsstand Sales Manager	San Mateo, CA	M. Newlin	P: 415-286-2509	F: 415-349-5279
PC Games	Mktg	Director of Marketing	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
PC Games	On-Line	Online Advertising Manager	San Mateo, CA	J. Knapp	P: 415-286-2502	F: 415-349-8532
PC Games	On-Line	Online Promotion Coordinator, PT	San Mateo, CA	S. Rodriguez	P: 415-286-2514	F: 415-349-5279
PCW	Ad Sales	Account Managers (2), Telemarketing	San Francisco, CA	J. Edman	P: 415-978-3250	F: 415-442-1891
PCW	Edit	Associate Editors (2)	San Francisco, CA	C. Thornton	P: 415-974-7475	F: 415-442-1891
PCW	Edit	Copy Editor	San Francisco, CA	K. Stein	P: 415-974-7362	F: 415-442-1891
PCW	Edit	Senior Associate Editor	San Francisco, CA	D. Tynan	P: 415-267-1762	F: 415-974-7316
PCW	On-Line	Copy Editor	San Francisco, CA	K. Stein	P: 415-974-7362	F: 415-442-1891
PCW	On-Line	Interactive Customer Service Manager	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-442-1891
PCW	On-Line	System Administrator	San Francisco, CA	N. Miller	P: 415-974-7338	F: 415-442-1891
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Testing	Test Manager	San Francisco, CA	J. Milenbach	P: 415-267-1790	F: 415-546-1673
PCW - Hong Ko	Edit	Editor	Hong Kong	M. de Almeida	P: 011-852-2861-3238	F: 011-852-2861-0953
PCW/Online	Operations	Producer	San Francisco, CA	L. Slimon	P: 415-978-3162	F: 415-442-1891
PCW/WEB Mag	Sales	Sales Associate	Newark, NJ	R. Meagher	P: 201-645-9487	F: 201-645-9486
PCW/WEB Mag	Sales	Western Ad Director	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
Publish	Art/Design	Art Director	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
Publish	On-Line	Web Developer	San Francisco, CA	E. Cormier	P: 508-935-4605	F: 508-935-4600
Publish	Sales	Account Manager	Chicago, IL	S. Brown	P: 508-935-4099	F: 508-935-4600
Web	Sales	Account Executive	San Francisco, CA	C. McMullen	P: 415-267-4527	F: 415-267-4570
Web Shopper	Art/Design	Designer	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891

appreciated.

PC World has been holding awards programs since its launch 15 years ago. It currently hands out monthly "Best Buy" awards, along with its annual World Class Awards given out each year at an awards ceremony in New York during PC Expo.

"The vendors — regardless of whether they advertise — love being reviewed and love getting awards. They often send out their own press release when they win and use the awards logo in their ads and on the Web," said **Sandy Wong**, senior marketing manager at *PC World.*

"Furthermore, we hope that the recognition that we bestow on a company encourages them to advertise with us," Wong said. "We aren't bribing them, but we hope that they see that we are an opinion leader and that many people out there read our magazine and make important buying decisions based on it."

FOSTERING RELATIONSHIPS

Federal Computer Week's supplement *Government Best Buys* this year launched an awards program that is helping the publication to foster good working relationships with it clients.

According to **Joan Daly**, associate publisher of *Government Best Buys*, all its clients are invited to the awards ceremony even if they haven't won that year. "We get a tremendous amount of public relations and good will out of the party," she said. "It is our way of saying thank you to all our clients."

Sarah Hibbert, marketing manager at *Macworld* U.K., points out that awards ceremonies are a great opportunity to get all the key figures in the industry together. "It's good public relations for the magazine and helps to build our relationships with all these key people and ultimately generates more advertising revenue," she said. Now in their second year, *Macworld* U.K.'s awards are held each April.

Echoing *Macworld*'s Black, *PC Games*' Stratton emphasizes the importance of awards programs in maintaining a good relationship with readers.

In bestowing *PC Games*' seal of approval on a particular product, the publication is also providing a value-added service to readers, Stratton said. "When they see that we liked something so much that we singled it out for an award, they know that it is a safe buy and that they will have not wasted their money," she said. "Advice on purchases is what our readers value most and the awards help them with their purchases."

Hibbert agreed that acknowledging the readers is important. "Our readers have the opportunity to vote in the Best Dealer/Best Software/Best Hardware categories so we have their involvement as well," she said.

For more information contact Lauren Black at lauren_black@macworld.com; Michelle Stratton at mstratton@pcgames.com; Sandy Wong at sandy_wong@pcworld.com; Joan Daly at joan_daly@fcw.com; and Sarah Hibbert at sarahh@idg.theplanet.co.uk.

NEXT WEEK

Look for the conclusion of this series on IDG Awards Programs in the Aug. 4 issue of IDG World Update. Part two will explore the details of putting together an awards ceremony.

PUTTING IT TOGETHER

and send out winner notification
- Order computer file for reminder postcard
- First house ad runs again
- Third ad in monthly wrap for Federal Computer Week
- Invitations arrive in office
- Layout due for name badges and tickets

SIX WEEKS OUT:
- Award names due to vendor
- Design for reminder postcard due
- Reminder postcard printed
- Hand address invitations and mail to judges, winners, VIPs
- Send name badges and tickets to printer
- Book photographers
- First house ad runs again

FIVE WEEKS OUT:
- Artwork due for second house ad
- Reminder postcard mailed
- Order floral arrangements
- Send name badges and tickets to event management/registration firm

FOUR WEEKS OUT:
- First draft of second house ad due
- Copy due for event program
- Submit signage design to vendor
- Order Federal 100 supplements to be delivered to event site
- Second house ad runs

THREE WEEKS OUT:
- Corporate host ad material due for event program
- First draft due of program/send to printer
- Seating assignments due

TWO WEEKS OUT:
- Awards/gifts due in office
- "Thank You" house ad copy due
- Signage due in office
- Write copy for second press release
- Order postage for second press release
- Second house ad runs

ONE WEEK OUT:
- "Thank You" house ad first draft due
- Federal Express name badges and tickets to attendees
- Floor plan due to hotel/event site/caterer and event management firm
- Second press release to printer
- Second house ad runs again

WEEK OF EVENT:
- Event program arrives in office
- Supplements arrive at event site
- Mail second press release

ONE WEEK AFTER:
- "Thank You" house ad artwork due

TWO WEEKS AFTER:
- "Thank You" house ad runs
- Mail thank-you letters to vendors and volunteers
- Mail event packages to people who were unable to attend

IDG HONG KONG

from page 1

Chinese sovereignty is good for Hong Kong" are available on the IDG News Service. *World Update Online* readers will also find links to these articles from the July 28 issue.

With the business end of its handover activities out of the way, or at least off to the printer, IDG Hong Kong Co-Managing Directors **Micaela de Almeida** and **Melvyn Bennett** decided to treat the staff to a day at a local amusement park.

Following a buffet lunch overlooking the picturesque Deep Water Bay and South China Sea, employees spread out across the 87-acre park to brave the heart-stopping rides, stroll in the tranquil Japanese Garden, sit back and enjoy the show at the Ocean Theatre and have their fortunes told at the Middle Kingdom. A chartered bus returned the staff to the office to officially close down operations for the coun-try's four-day handover celebration.

OCEAN PARK 公園

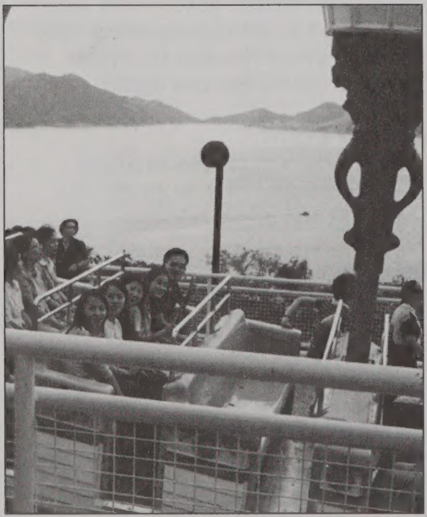
THE IDG HONG KONG STAFF PREPARES TO DESCEND UPON OCEAN PARK FOR *an afternoon of fun to mark the historic reunification of Hong Kong with China.*

A MOVING AND SOMBER EXPERIENCE

"Witnessing the peaceful end of an era for Hong Kong was a moving and somber experience," noted de Almeida. "For those of us who have lived in Hong Kong all our lives, we have seen the many ups and downs, rode through the problem patches and witnessed the improvements and progress Hong Kong has made over the years. We can only hope that things continue to improve and flourish for Hong Kong, with people here continuing to be able to exercise their rights in an orderly and democratic way."

All in all, de Almeida said, most people in Hong Kong are proud to have been part of this historic event. "We'll just have to wait and see what the future brings. Until then, it's business as usual, and since making money has always been the Hong Kong way, we'll all continue to do just that!"

LUNCH WITH A VIEW. *Above, clockwise from front center:* ***Michelle Chan, Mini Lo, Teresa Lin, Serena Ko, Regina Keung, Eddy Chan, Peter Gloster, Sahr Johnny, Andy Lo, Molly Leung, Karman Cheng*** *and* ***Vera Chan.***



AT LEFT: *Staff members (top to bottom)* ***Andy Lo, Teresa Lin, Serena Ko, Mini Lo*** *and* ***Michelle Chan*** *test their nerve on the Crazy Galleon.*

AT RIGHT: ***Graham Mash,*** *systems administrator, and his son Anton and* ***Anna Foley,*** *deputy editor of Computerworld Hong Kong, and her daughter Eden take a breather from the hot and humid weather.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FOUR YEARS
Shirley Day-Kohn - IDG Germany

EIGHTEEN YEARS
Renate Kretz - IDG Germany

FOURTEEN YEARS
Georg Sing - IDG Germany

THIRTEEN YEARS
Sherry Driscoll - Computerworld

TWELVE YEARS
Dan Sommer - InfoWorld

TEN YEARS
Molly Leung - IDG Hong Kong
Yoshimoto Matsuura - IDG Japan

NINE YEARS
Ellen Sanderson - IDG
Megan Santosus - IDG

EIGHT YEARS
Kelly Conlin - IDG
Claire Scanlan - IDC U.K.
Elfriede Ommerborn - IDG Germany
Gabriele Lange - IDG Germany
Michael Klein - IDG Germany

SEVEN YEARS
Rich Marino - PC World
Lisa Ladle Wallace - Macworld
Denise Taute - IDG Australia

SIX YEARS
Michal Pospisil - IDG Czechoslovakia
Phil Lemmons - PC World
Junichi Togashi - IDG Japan
Peter Hvidtfeldt - IDG Denmark

FIVE YEARS
Brian McMillen - IDG Books
Ellen Julian - IDC
Jutta Ruppert - IDG Germany

FOUR YEARS
Emily Gin - IDG Hong Kong

THREE YEARS
Samantha Ross - IDG Australia
Bill Helling - IDG Books
Melisa Duffy - IDG Books
Sanne Nielsen - IDG Denmark
Thomas Dassel - IDG Germany
Michael Schelhorn - IDG Germany

TWO YEARS
Peter Marcinak - IDG Czechoslovakia
Barbara Nash - IDC
Amanda Patton - IDG Books
Jennifer Bresnahan - CIO
Christopher Koch - CIO
Edward Tijdink - IMS/EMEA
Catherine Spence - IMS/EMEA
Finn Morsing - IDG Denmark
Jorn Jensen - IDG Denmark
Bjorn Bouet Smith - IDG Denmark
Arne Steinmark - IDG Denmark
Martin Jorgensen - IDG Denmark
Glenn Ulsing - IDG Denmark
Pia Stenkjaer - IDG Denmark
Thomas Mortensen - IDG Denmark
Christian Jahr - IDG Germany
Gudrun Reukauf - IDG Germany

ONE YEAR
May Loo - IDG World Expo/Asia
Helen Cousens - IDG Australia
Jeff Walsh - InfoWorld
Ada Yim - IDG
Morris Effron - IPS
Brian Decker - IMS
Scarlett Bermudez - Computerworld
Mikihiko Nomoto - IDG Japan
Mieko Nishi - IDG Japan
Choong Chau Sim - IDG Singapore
Rana Mainee - IMS/EMEA
Claus Rye Rasmussen - IDG Denmark
Charlotte Andersen - IDG Denmark

NOTEWORTHY

NEW EMPLOYEES

CIO recently hired three new employees. **Robin Belliveau** is an associate graphic designer. She previously worked as a graphic designer of marketing and promotions at *Boston Magazine*. Robin has a B.A. in studio art from the University of Vermont and enjoys fixing up her house and gardening.

Alex Frankel is *CIO*'s first West Coast editorial employee, starting as a staff writer. Alex has had a successful freelancing career for the past few years publishing articles in *Red Herring*, *Fast Company*, *Wired*, the *San Francisco Chronicle*, *Outside* and *The New York Times Magazine*. Alex has a B.A. in English and American literature from Brown University.

Dagmar Eiber is a Web developer. He has worked as a Web intern at *CIO* doing Internet development since January. He previously worked for Genzyme as an intranet developer and has a B.S. in industrial management engineering with a minor in ethical philosophy.

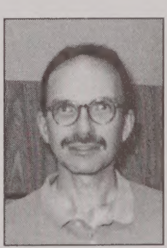
SMITH

DAVIS

IDG Books Worldwide's Indianapolis office has hired three new employees recently. **Joell Smith** has joined IDG Books as an associate technical editor. Joell previously was a technical writer for Computer Business Services, Inc. responsible for writing software users' guides. Joell has a B.A. in English from Anderson University in Anderson, Ind., and an M.A. in English from Indiana University. Outside the office, she enjoys woodcarving and northern European history.

Grace Davis is an editorial executive assistant. Outside the office, Grace's hobbies include bicycling, exercising, sewing and crafts.

Steve Wolter has started with IDG Books as a quality control manager. He was formerly the managing editor with Shepard's/McGraw-Hill in Colorado Springs. Steve has a B.A. and a J.D. from Indiana University, as well as an M.B.A. from the University of Colorado. Steve enjoys playing golf and traveling.



WOLTER

All business units are welcome to send information and photographs for the Noteworthy section to: world_update@idg.com.

CELEBRATING 10

Marianne Nichols

HOME: Marlboro, Mass.

JOINED IDC: September 1986 as mailroom clerk.

CURRENT TITLE: Copy Center technician.

MOST CHALLENGING PART OF YOUR JOB: Meeting deadlines and getting jobs done with a one- or two-day turnaround.

BEST PART OF YOUR JOB: Helping others.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The people that I work with and my friends around the office.

INTERESTS OUTSIDE THE OFFICE: I like being at my trailer by the water, boating and sports.

MOST REWARDING THING YOU'VE EVER DONE? I've been taking care of a handicapped person for 18 years.

DREAM DESTINATION: Australia's Great Barrier Reef.

FIVE PEOPLE LIVING OR DEAD YOU'D INVITE TO A DINNER PARTY: My husband, my best friend Marianne, Tom Cruise, bob Carlile and Michael.

IF YOU WON THE LOTTERY TOMORROW, WHAT WOULD YOU DO? Pay off my loans and buy a house in Maine.

YOUR IDEA OF A PERFECT WEEKEND: Being on a boat in the middle of Point Sebago, Maine.

THE RITZ-C TON

IDG CHAIRMAN PAT McGOVERN ESCORTS IDC'S MARIANNE ***Nichols*** *to dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

MANAGER'S PROFILE: "Marianne consistently performs above and beyond the call of duty. She takes great pride in her work and provides an outstanding level of service to her IDC customers. She demonstrates initiative and is always interested in learning new skills. Marianne has an easy smile, a wonderful sense of humor and is a key figure in ensuring the smooth running of the Copy Center at IDC."

- ***Sydney Balise****, manager, office services, IDC*

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Web Publishing Teams with SuperSite to Provide Job Listings

Web Publishing, Inc. has teamed up with SuperSite.Net to offer an extensive technology job bank through its online publications, *SunWorld*, *JavaWorld*, *NetscapeWorld* and *NC World*.

SuperSite (http://www.supersite.net) is the premiere provider of World Wide Web services for technology jobs and semiconductor equipment companies. By visiting SuperSite, buyers, sellers and employees can quickly and easily see what opportunities are available in their industries. The site offers clustered Web sites for semiconductor equipment manufacturers and technology jobs.

Web Publishing, Inc.'s (WPI) four online computer publications now offer readers access to SuperSite's job bank through their tables of contents. The 350,000 subscribers to *SunWorld*, *JavaWorld*, *NetscapeWorld* and *NC World* are now linked to the vast listings of technology jobs managed by SuperSite.

"We have four magazines, each of which specialize in a niche technical

• CONTINUED PAGE 7 •

Long Range Planning Report, Trademark Information Available on IDG's Employee Web Site

IDG Global Communications has launched two new resources on the employee-only IDG Central Web site (http://idgcentral.com). Both are also available on Lotus Notes.

LONG RANGE PLANNING/ IDC DIRECTIONS '98

Is client server dead?
Can Microsoft make it in content?
Will the telcos own the Internet?

The answers to these questions and many others regarding the future of the IT marketplace can be found in the 1998 IDG Long Range Planning Report, available to all interested IDG employees.

This year's report consists exclusively of information drawn from IDC's successful Directions '98 event. Initially made available in June to IDG managers worldwide for use in their business planning process for 1998 and beyond, the information is now available for the first time to all IDG employees.

"We are very fortunate to have access to the IDC Directions '98 content for use in this year's Long Range Planning Report. It makes the best of IDG's expertise available to IDG managers for use in their planning process and now to every IDG employee who wishes to gain a better understanding of what lies ahead for the IT industry," noted IDG President **Kelly Conlin**.

This is the second year that this resource has been made available in an electronic-only format, demonstrating IDG's commitment to take full advantage of its technology resources to improve communications companywide.

"The Long Rnage Planning Report '98 was made possible by the outstanding cooperation between IDC, the IDG president's office and IDG Global Communications. The opportunity to leverage an important IDG information asset like the IDC Directions '98 content and to make it available to all IDG employees via our IDG Central Web site, is a great example of the effective use of our global communications technology," said **Jeff DeBalko**, president of IDG Global Communications.

IDG CENTRAL
IDG
Long Range Planning '98/IDC Directions
IDG Global Communications

This year's report offers several enhanced features including:

- The ability to view the actual Powerpoint presentations online.
- Easy-to-use tools to navigate through the presentations.
- The ability to download each presen-

• CONTINUED PAGE 6 •

IN BRIEF

McGoverns Honored for their Support of Research Institute

IDG Chairman **Pat McGovern** and his wife, Lore, were honored on June 24 for their leadership in support of the Cambridge, Mass.-based Whitehead Institute.

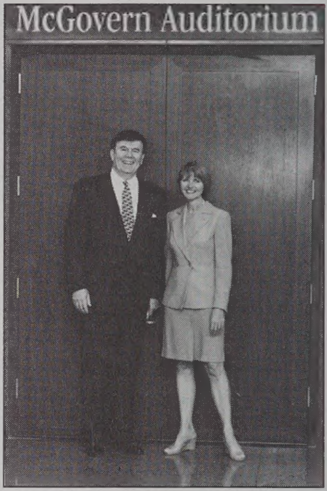
The McGoverns', who made a $1 million donation to fund the construction of a new research wing, attended a special ceremony in the institute's newly christened McGovern Auditorium. Noted Whitehead Director Gerald Fink, "We want to honor the exceptional generosity of Lore and Pat McGovern. ... This new wing — with greater access to computers, new X-ray crystallography, and many other technologies — is critical to our future; our research would be impossible without it."

"It's actually a great thrill and honor for us to be able to make a contribution to the process of excellence which exists here at the Whitehead Institute, particularly at a time when we are coming so close to discovering the molecular and genetic basis of disease," McGovern noted.

He is a trustee of both the Whitehead Institute and MIT. His wife is a founding member and incoming chair of the Whitehead Institute's Board of Associates.

The Whitehead Institute, is a non-profit, independent research and teaching institution founded in 1982 to "identify and support the finest young minds in science."

The institute is affiliated with MIT in its teaching activities, but wholly responsible for its own governance and finance. Ranked as one of the top three biomedical research institutions in the world, the Whitehead supports pioneering programs in cancer research, AIDS and infectious disease research, genomics, developmental biology and plant sciences.



PAT AND LORE McGOVERN *stand outside the auditorium at the Whitehead Institute named in their honor.*

IDG World Expo/Asia Opens Office in Vietnam

IDG World Expo/Asia, which operates offices in Singapore and Hong Kong, has opened an office in Ho Chi Min City, Vietnam. Heading up the office is Marketing Manager **Lam Nguyen**, who will be responsible for developing IDG events in the country. IDG's licensee in Vietnam, The Committee for Sciences and Technology, currently publishes *PC World Vietnam*, the country's leading IT publication. IDG also organizes the annual Vietnam Computerworld Expo, the leading local computer show. IDG World Expo/Asia and IDG Asia, based in Boston and San Mateo, Calif., are planning to produce Superhighway Summit/Asia:Vietnam's IT Infrastructure Development next year in Hanoi. For more information, contact Lam Nguyen via e-mail: LAM.IDG@bdvn.vnmail.vnd.net.

LAM NGUYEN HEADS UP THE *newly opened World Expo office in Ho Chi Min City, Vietnam.*

MW Online Survey Provides Accurate, Projectable Data

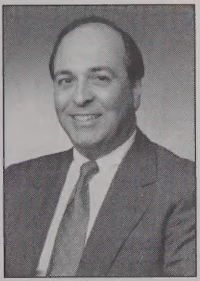
Thanks to a unique survey technique dubbed "nth" select, Macworld Online can now provide advertisers with reliable and projectable data regarding its online users. The group has just completed a new Online User Profile using the technique, which allows *Macworld* to deliver the survey randomly to users as they navigate throughout the Macworld site (http://www.macworld.com).

"This capability produces survey results that are completely projectable across all of Macworld Online's users," said **Linda Lawrence**, director of research at Macworld Communications. "Whereas registration data and posted surveys are self-selecting, this study is much more accurate."

"Advertisers have long been struggling to put a face on the online user, and just reporting page views doesn't do it," said **Jeff Julian**, director of online development at *Macworld*. "We can now provide the advertiser with an accurate picture of who a banner is reaching. This is vital information to the advertiser since the value of an impression depends on who exactly is being reached."

Contact Jeff Julian via e-mail at: jeff_julian@macworld.com or telephone: 415-978-3141.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Why hasn't IDG been more active in the area of corporate giving? Many Boston-based companies sponsor the arts, First Night and charity programs but IDG doesn't seem to be among them. Does the company rely on employees to initiate the giving and then match donations?

A I have listed below a number of the contributions that IDG has made in Boston during FY97:

The Aids Action Committee
The Make a Wish Foundation
Boston Computer Society
New England Aquarium
Boston Lyric Opera
Operation Smile
Boston Symphony Orchestra
Wang Center
Boston Children's Museum
Women's Lunch Place
Boston Computer Museum
Everybody's Business
Boston Museum of Fine Arts
Handel & Hayden Society

Participating IDG business units also support donations by employees to nonprofit organizations, by matching their gifts, up to $500 per year.

How does IDG decide whether to have a subsidiary (owned by IDG) or a licensee (not owned by IDG) in the many countries where we publish? How do we go about selecting general managers at our international subsidiaries?

Each market is evaluated on its own merits by the Executive Committee. Many factors are taken into consideration and the alternatives are studied very carefully. Once a determination has been made that we will have a subsidiary operation we look for an entrepreneurial individual who can build a portfolio of IDG's major brands. The profile of that individual has a lot of common traits around the world. I have often remarked that we have the best team of managers of any media company in the world. The final decision on a country manager is made by the Executive Committee after consultation with key managers at the business unit.

If we decide to license our brands in a country, it becomes the responsibility of [International Publishing Services President] **David Hill** and [IPS' Vice President of Licensing] **Tim Clarke** to find the best licensee for IDG. The licensee becomes a full member of the IDG family and is fully supported in its efforts to build a strong IT media business. This includes conferences and expositions, as well as the use of such famous brand names as *Computerworld* and *PC World.*

Recently, we had a situation where one of our outstanding licensees, IDG Communications Publishing Group SRL in Romania, had several partners express an interest in selling their shares to David Hill. We had the "right of first refusal" in our license agreement. When David brought this to the attention of the Executive Committee, we moved quickly to acquire the shares that were for sale. **Mihaela Gorodcov**, who fits the entrepreneurial profile I referred to early, continues as our country manager.

How will a common currency and other pending changes in the European Economic Community affect IDG's European operations?

The larger question is whether the European Economic Community will become more competitive in world markets, particularly in our case, with regards to the IT market. The common currency is really a smaller issue within the overall framework that will be established as Europe moves into the 21st century. I am pleased to report that IDG's European business units have enjoyed a very strong first half, both in revenue increases and more importantly in operating profit increases on a year-over-year basis. Many of the reseller publications that were launched over the past two years are now making solid contributions to our overall growth in Europe. We are clearly the leading IT information services company in Europe and plan to continue to increase our market share and profitability over the next several years.

If, as recently reported in The New York Times, we were to sell partial shares in any of our global products, what if any effect would that have on our ability to implement a global strategy for that/those particular product lines?

As [IDG Chairman] **Pat McGovern** indicated in *The New York Times* article [April 21, 1997], we are considering selling minority positions in several of IDG's faster growing business units. Successful public offerings could have a very positive impact on the overall IDG valuation, which would benefit many of our employees through both our ESOP and ISOP plans. It would in no way limit these business units' ability to implement a global strategy. In reality, it should allow them to continue to grow their respective businesses at rates that outpace their competition and pursue a global strategy consistent with IDG's overall mission as a global company.

If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

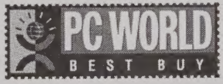
Contact the editors at world_update@idg.com or fax 617-423-0712.

Inside IDG Awards Programs: Decisions, Decisions

In the first part of this article in the July 28 issue of IDG World Update, representatives of various IDG publications shared reasons explaining why they sponsor awards programs. Part two examines some of the issues involved in putting together an awards program.

PART TWO: THE HOW

Given the benefits to readers, clients and the publications themselves, deciding to sponsor an awards program is a relatively straightforward proposition. Deciding just what form that awards program will take can be a lot more complicated.

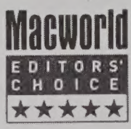


Among the decisions to be made:

- **Size of program.** Will the awards be presented at a glitzy gala to which hundreds of guests may be invited or will they take the form of monthly awards announced within the publication?
- **People vs. product.** Will the awards highlight outstanding products themselves or will they honor the people who put those products to use in innovative solutions?
- **Price tag.** Typically, publications aren't in the awards business to turn a profit (although it can be done). And while the benefits — which include enhanced reputations for the sponsoring publications, value-added service to readers, and happy clients — may ultimately have a favorable impact on the bottom line, awards programs can set a publication back anywhere from a few hundred dollars to many tens of thousands of dollars.

BIG VS. SMALL

Many IDG publications opt to sponsor several different awards programs. Some are large undertakings with ceremonies, speeches and trophies. Others are done on a smaller scale — such as a best product pick in conjunction with a monthly feature.

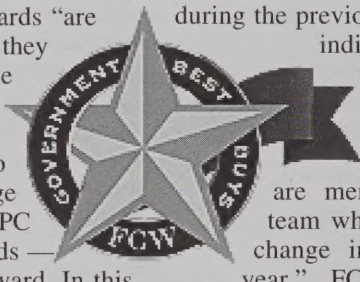


Macworld, for example, has five awards programs in place — each offering different benefits to its readers and clients and each requiring varying degrees of time and money to organize.

The biggest, the Macworld World Class Awards, consists of an annual ceremony held in conjunction with Macworld Expo San Francisco in January. These awards, which honor the best products of the previous year in various categories, require a great deal of planning. In fact, *Macworld* staff begins planning for the next year's awards before the current year's are even announced. However, a large-scale awards program like this garners the most exposure for the magazine.

On a smaller scale are the *Macworld* monthly editor's choice awards that tie in with a particular feature article. **Lauren Black**, Macworld lab director, said, regardless of size, both awards "are good for *Macworld* because they associate our name with the Mac industry and as being industry experts."

PC World offers two awards programs: one large awards ceremony — PC World's World Class Awards — and a monthly Best Buy award. In this way, *PC World* gets the publicity associated with a large event, while the monthly awards are a much more cost-effective way to continue to get the *PC World* name out there each month.



FCW Technology Group takes a slightly different approach with its *Government Best Buys* awards program. The publication has only one awards program, but it is a combination of a monthly pick and an annual awards ceremony. Each month, products are reviewed by the publication. The top product receives a *GBB* seal. At the end of the year, *GBB* invites all of its monthly winners, along with other clients who did not win, to a ceremony where the winners are presented with a crystal award.

According to **Joan Daly**, associate publisher of *GBB*, the supplement gets more mileage out of these monthly awards by hosting a party at the beginning of each year for its clients.

PRODUCT VS. INDIVIDUAL

Most IDG awards programs focus on honoring products rather than specific individuals or companies. Only a couple of the more than 40 World Class Awards *Macworld* hands out each year honor people or companies; the rest and all of the publication's other awards programs recognize products.

"We honor products because it reflects what our focus is, which is to provide the best buying advice for customers," Black said. "By awarding a product we give it a seal of approval. We say we've tested it and it's safe for consumers."

One of the few programs that does honor individuals is the Federal 100 Awards, hosted by *Federal Computer Week*. This ceremony honors the top 100 leaders who have made a difference in the federal information technology arena during the previous year. *FCW* awards individuals because the winners are people who typically aren't recognized.

"The Federal 100 are members of an all-star team who acted as agents for change in the course of the year," FCW President **Edith Holmes** said. "We celebrate them because the cumulative effect of their dedication and effort is to create a better federal information systems community."

Likewise, *CIO*'s Enterprise Value Awards go to a company, rather than a product. The awards honor the people at a company who have created a particular IT system of value. However, **Abbie Lundberg**, *CIO* editor-in-chief, said the award is presented to the company because it takes a lot of people for something to work well.

Lundberg cautions that it can be difficult to recognize a particular individual, especially in an awards ceremony like *CIO*'s. "Naming the sponsoring executives can get tricky because many people don't feel comfortable taking full credit for something that a lot of people were involved in creating," she said.

ComputerWorld Australia's one major awards program, the ComputerWorld Fellows Awards, honors individuals who have made a significant contribution to computing in Australia. *ComputerWorld* Australia's Associate Publisher **Steve Ireland** agrees with Lundberg that these people-oriented awards can be difficult.

Job Opportunities
Monday, August 4, 1997

Advertising Sales Associate (CIO)

CIO is looking for a high energy individual to provide sales support to the Framingham sales office. Responsibilities include media kit assembly and mailing, lead generation through routine web and printed media research, customer contact and follow-up on behalf of the sales team, travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. This job also includes heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. Ideal candidates will have a customer service orientation, strong writing skills, apple computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience. College degree required. Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Production Coordinator (FCW)

Entry level production position available for highly organized detail-conscious individual with excellent phone manners. Will train you to handle advertiser and agency materials for fast-paced weekly trade newspaper and its related publications. College degree preferred.
Location: Falls Church, VA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Account Executive (IDC Gov't)

IDC Government is seeking a sales professional with experience selling services or market research to IT managers in the civilian and defense branches of the Federal Government. An understanding of technology is a must. Knowledge of federal procurement procedures and established contacts are required. Candidate must have a proven track record and 3-5 years of experience. Location: Falls Church, VA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Sales Manager (IDC Gov't)

IDC Government is seeking a senior Sales professional with experience selling services or market research to IT managers in the civilian and defense branches of the Federal Government. An understanding of technology is a must. Knowledge of federal procurement procedures and established contacts are required. Candidate must have a proven track record and 8+ years of experience. Location: Falls Church, VA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Associate System Support Specialist (IDG)

IDG is seeking a highly motivated and enthusiastic Associate System Support Specialist to join its IS Department. This is an excellent opportunity to gain practical experience in the IS field. Our challenging and technologically advanced environment includes Windows95 and 3.1, NT, VMS, Novell, and Lotus Notes. Responsibilities include support and maintenance of desktop PCs, printers, and servers as well as some clerical administrative work. The successful candidate should have some experience with PC hardware and software, strong organizational, communication, and interpersonal skills are required. A bachelor's degree is preferred. Location: Framingham, MA
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: eric_cormier@idg.com

IS Director (IFW)

InfoWorld seeks a Director of Information Systems to direct the overall IS Strategy for the company including electronic publishing system, electronic page imposition, employee and client information databases, on Lotus Notes, LAN/WAN maintenance and enhancements, and general day to day running of the InfoWorld IS department. The successful candidate will have technical expertise in Lotus Notes, Intel/Windows, Macintosh, UNIX, and Quark environment, as well as a strong network background. Critical focus on customer service orientation and management expertise are a must. The Director will manage a staff of 10 people and work closely with Senior Management to define strategic technological priorities of IFW. Location: San Mateo, CA
Contact: S. Moore, Fax: 415-312-0668, Phone: 415-312-0631, Email: sara_moore@infoworld.com

VP of Sales and Marketing (INW)

High level Sales and Marketing professional needed to head up all Sales and Marketing operations for IDG's new Internet Weekly Publication. Will be responsible for supervising sales and marketing teams, working with the Publisher in setting and executing sales strategies and marketing efforts, and building key customer relationships. Experience in a weekly publishing environment preferred. Must have exceptional management and communication skills, demonstrate strategic thinking/planning skills, and possess an entrepreneurial spirit. Experience with classified and recruiting markets a plus. Strong financial management skills plus knowledge of the Internet market required. Position reports directly to the Publisher.
Location: San Francisco, CA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Assistant to the President/CEO (INW)

Responsible for executing all administrative and general office responsibilities for President/CEO's office at IDG's new Internet startup based in San Francisco. This requires exceptional written and interpersonal skills, experience in meeting, travel, and presentation planning, the ability to gracefully handle heavy phone traffic and manage budgets and complex projects simultaneously and independently. The position will also include preparation of presentation, conducting Internet searches, filing, and spreadsheet work. Candidates should be resourceful, and well-organized with an eye for detail and excellent follow-up skills. Corporate experience, the ability to motivate and persuade to achieve results, and good working command of Internet and PC applications are essential. Location: San Francisco, CA

Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Lotus Notes Developer (IPS)

International Publishing Services is seeking an experienced Notes developer to help spearhead the creation and extension of a wide variety of cutting edge business applications. Among the assignments are enhancements to the global, 7x24 IDG News Service Domino website, a redesign of World Update Online, creation of a new Domino database for licensees, and many internal systems as well. The ideal candidate will have a minimum of 2 years experience developing sophisticated Notes applications, including a command of Notes 4.5 and Domino development. Knowledge of LotusScript, HTML, Java and/or the Notes API are a plus. This is a new position in the Notes-centric business operation that offers an opportunity to push the envelope of Notes Technology. Location: Boston, MA

Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Account Manager (NW)

Network World, Inc. is looking for an experienced sales professional to join their Direct Response Department. Responsibilities include generating and maintaining a territory in Network World's Marketplace section, the Webwares section in our monthly supplement and our 6x per year Response Card Deck. Managing a territory of excising accounts, prospects and generating new prospects is required. Qualified candidates should possess a minimum of 3 years of inside or outside proven sales experience in advertising sales or the high technology industry. Some travel required.

Location: Framingham, MA

Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Features Assistant, part-time (NW)

Network World is looking for a part-time Features Assistant to help out in our testing and reviews area. Working 15hrs a week, this person will be responsible for logging incoming servers for review, shipping out hardware, setting up servers and preparing them for testing, communicating with vendors, handling contracts and invoices, and coordinating User Excellence Award applications. Previous experience with computer labs preferred.

Location: Framingham, MA

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Web Database Analyst (NW)

We are looking for a hands on Database Administrator. The main responsibility will be to manage various flows of data: data manipulation, databases synchronization, reports generations, filtering, SQL queries, Web site traffic analysis. You will also administer some mailing lists and will participate in the design and development of a large data warehousing project. Attention to details is necessary. You will work in a challenging and advanced technology environment (SunMicrosystems, Oracle, Fourth Dimension, etc.) Your experience should include database administration; exposure to a major database development tool is required (Fourth Dimension, PowerBuilder, Developer2000, Delphi, Access or similar); having worked with a major DBMS (Oracle, Sybase, Informix, MS-SQL) is also important, as well as basic working knowledge of at least three of the following: UNIX, Internet tools (ftp, telnet, mail), HTML, SQL, Visual Basic, Pascal, etc. Familiarity with email systems and mailing lists a plus.

Location: Framingham, MA

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: dvolpe@nww.com

Online Writer (NW)

Network World, Inc. is looking for a reporter to take over and build a daily beat on the internet and the networking industry for Network World Fusion. This person will be responsible for writing original daily material for Fusion and longer feature-length pieces that exploit the multimedia and hyperlinking features of the Web. In addition, this reporter will "extend" some articles from the weekly Network World with hyperlinks to relevant material on the Internet and in the Network World archive. Ability to deliver scoops and turn stories around quickly required. Some daily paper experience preferred, as is knowledge of the Internet and networking industry. Location: Framingham, MA

Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: mbrown@nww.com

Eastern Account Manager (PCW/WEB Magazine)

To pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for the eastern territory. To service and maintain all advertising after the sale is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation, and credit clearance. Prior sales experience in selling ad space for a computer publication. Contacts in the computer industry. Proven track record. Excellent written and verbal communication skills and organizational skills. Location: New York, NY

Contact: R. Meagher, Fax: 201-645-9486, Phone: 201-645-9487, Email: rob_meagher@pcworld.com

Account Representative (2 positions) (Web Shopper)

The role in this position is to sell to and service existing and new customers within an assigned geographic territory for Web Shopper. The Account Representative will communicate primarily on the phone and performance will be assessed based on attainment of revenue quota as well as other criteria. A bachelors degree or equivalent is preferred. Additional requirements are excellent writing, verbal and communication skills, and 2 years of sales or agency experience. Location: San Francisco, CA

Contact: D. Templin, Fax: 415-442-1891, Phone: 415-267-4508, Email: diane_templin@pcworld.com

"You'll likely get many more nominations if your awards go to companies rather than individuals," he said. "At least that's what we find. Modesty is a curse in this sort of thing, and it can be hard to uncover the really worthy pioneers."

THE BOTTOM LINE

Costs for awards programs can vary dramatically. An awards program such as Macworld's World Class Awards is quite expensive, upwards of $50,000. However, *Macworld*'s smaller Top 10 CD-ROM picks cost little more than the price of letterhead and postage used to notify winners — about $500.

Black said exposure is gained through both types, and smaller programs are beneficial, especially for smaller publications. "Small awards are relatively cheap, and we believe our readers get a lot of value out of them," she said.

IDG's Director of Public Relations **Heidi Creighton,** formerly *Network World*'s public relations manager, feels that the benefits typically outweigh the costs. "The costs involved are minimal, including the awards plaques which are given to the winners and promotion," she said. "The Intranet Excellence Awards, which are only two years old, have become show-sanctioned by NetWorld+Interop as an official part of N+I Las Vegas '97. This means free publicity and increased exposure for the Network World Award series."

Still, costs must be considered and there are ways to control them without sacrificing value, according to *Government Best Buys'* Daly.

She suggests holding the event on a weeknight as opposed to a Thursday, Friday or Saturday night. "This can cut the cost almost in half," she said. Offering appetizers and beverages rather than a sit-down dinner is also an option.

Also, Daly said a lot of the preparation work can be done in house, such as the invitations and brochures. She also suggests scouting for locations yourself, not hiring outside people.

However, Daly feels strongly about not skimping on certain things, like the winners' plaques. "We're still in the boot-strapping stage ourselves," she said. "But you can't have the awards look cheap, and you have to have a nice venue. It cannot appear inexpensive because it is a thank-you to clients."

In an unexpected turn of events, *Federal Computer Week* has actually realized a profit from its Federal 100 awards program. *FCW* does this by selling tables at the awards dinner to corporate sponsors, which pay anywhere from $3,000 to $40,000 per table. A higher-priced table garners more visibility for the sponsor in both proximity to the awards stage and complimentary ads in *Federal Computer Week.*

Marketing Events Manager **Kay Murray** said this works so well in *FCW*'s case because the awards dinner provides an excellent forum for networking. Among the invited guests are numerous government officials. "It's a great networking opportunity for people in different corporations to be able to see these high officials that they usually don't have the chance to deal with."

Still, Murray notes, *FCW* had to absorb a loss for many years. "It took seven years to make a profit," she said. "We never dreamed we'd do more than cover our costs."

Murray and Holmes said they are discussing ways to use this money in a manner that gives something back to the IT industry.

HARD WORK EARNS A WORK OF ART

The awards that *CIO*'s Enterprise Value Award winners receive are more than symbols of their hard work. They're works of art — literally. And coveted works of art at that.

Instead of the typical trophy or plaque, each winner receives an original sculpture designed by a Massachusetts artist.

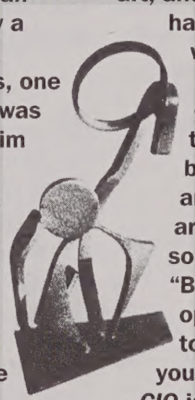
In an unusual turn of events, one of the 1996 award recipients was having his award shipped to him overseas. However, after passing through customs, the award mysteriously arrived to the winner sans sculpture (that year the sculptures were not affixed to the engraved bases).

"I guess somebody liked the art enough to take it!" Vice President of Executive Programs Linda Rosenthal said, adding that the bases were attached to the sculptures this year.

***CIO* had commissioned artists in the past to create sculptures for its winners with varying degrees of success. But, two years ago when the entire awards program was going through an overhaul, Rosenthal and other members of the *CIO* team revisited the sculpture idea and chose a new artist.**

Rosenthal was already familiar with 74-year-old Massachusetts artist David Shapiro's work, owning some of it herself. Originally an oil-on-canvas painter, Shapiro turned to sculpting 15 years ago, working only with scrap metals.

Each award is an original piece of art, and Rosenthal said the winners have been extremely pleased with them.



Rosenthal is proud to have commissioned an artist to do this because she strongly believes in supporting the arts. "If you don't care about art, you don't care about doing something like this," she said. "But if you do care, any opportunity that you can find to somehow support the arts, you should do."

***CIO* is not alone in its supporting of the arts; IDG Denmark also gives out sculptures to the winners of its IT-Prisen Awards. From artist Boerge Joergensen, the sculpture is a unique acknowledgment of the winner's achievements.**

"The sculpture is dedicated to the individual and the winner is proud of having the sculpture in the office," said IDG Denmark Managing Director Preben Engell. "We wanted to give something unique; after we started giving out the sculptures, other awards programs in the country followed our lead."

NOTEWORTHY

PROMOTIONS

The *CIO* and *Webmaster* list services department announces the promotion of **Kathryn Grayson** to list services account executive. "Over the past year, Kathryn has contributed greatly — from her organizational skills and streamlining procedures to her constant cheerfulness and infectious humor. Clients love her," said List Services Manager **Stephanie Legelis**. "Kathryn is a team player and continues to work on new projects with the most enthusiastic attitude."

Computerworld has recently promoted three members of its East and West coast sales offices. Previously senior district sales manager for the Boston territory, **Isabelle Kane** has been promoted to director of the Boston sales office. Kane started at *Computerworld* in June 1996 as a district manager before advancing to the position of senior district manager in February 1997. Prior to joining *Computerworld*, Isabelle served as eastern advertising director for *Multimedia World* and as an account executive for *PC Week*.

In New Jersey, **Fred Losapio** has been promoted to director for the northern New Jersey sales office. Fred previously was the senior district manager for the New York/New Jersey metro region. He began his career at *Computerworld* in March 1982 when he was hired as a sales coordinator.

In Irvine, Calif., **Nancy Coy** has been promoted to director for the southern California territory from her district sales manager position. Nancy first came to the California sales office in January 1995 after working as an account manager for *Macworld*. Prior to that, she held the western sales manager position for *New Media Magazine* as well as that of district manager at various CMP publications.

Ed Buckingham has been promoted to senior research analyst in the Desktop Graphics and Multimedia program at IDC's Mountain View, Calif., office. "Since last fall, Ed has taken over all the customer service, much of the research load, all consulting, as well as the selling of the graphics program. Ed has also helped raise the visibility for the research through increased quotes in trade publications," said Group Vice President, Worldwide Systems Research **Bruce Stephen**. "With Ed's considerable skill and dedication, I look forward to posting a stronger product offering and revenue gains from PC display and multimedia research in FY98."

NEW EMPLOYEES

AHART

Cynthia Ahart joins *Computerworld* as vice president of marketing. She previously worked as the marketing development director/technology category strategist at *Fortune* magazine. Cynthia will oversee all functions of the marketing department including the development of new branding strategies, advertisement and direct mail campaigns, public relations and sales support. She has more than 17 years of marketing experience in the high-tech publishing industry and won the 1996 ACE award for business communications.

EMPLOYEE WEB SITE

continued from page 1

tation individually.

- A text-only version for users limited to a low-bandwidth Internet connection.
- Complete presenter notes explaining the context and content of each slide in detail.

The presentation content addresses several key issues and hot topics currently facing the IT industry:

- Java Everywhere: Introducing Java vs. HTML.
- New Media: Is it ready for prime time?
- NT Adoption: How fast will it happen?
- IDC's outlook on the network computer marketplace.

HOW TO GET A LOGIN FOR WEB SITE

On Lotus Notes: Contact your systems department or Notes administrator to add the databases "LRP '98/IDC Directions" and "Trademarks" to your workspace. If your Notes administrator requires additional information, please have him/her call IDG Global Communications at 415-524-5700 or e-mail globalcomm@idg.com.

On IDG Central Web site: Go to http://idgcentral.com. If you don't have a login to the site, contact IDG Global Communications at 415-524-5700 or e-mail globalcomm@idg.com. You can also request a login online at the Web site. Just click on the link "Request a Login."

Once you have a login, you can find both LRP '98/IDC Directions and Trademarks in the Corporate Support Center section.

TRADEMARKS

In an effort to provide employees with the most up-to-date information on one of IDG's most valuable assets, its trademarks, the IDG Legal Department has compiled a list of all the trademarks owned by IDG and its subsidiaries worldwide.

The trademarks are sorted by trademark name, country and business unit. Any modifications that are made by the IDG Legal Department will appear almost immediately — everytime you re-view the list, you will be seeing the latest information.

IDG CENTRAL
IDG
INTERNATIONAL DATA GROUP
TM
Trademarks
IDG Global Communications

If you have suggestions, changes or questions, or if you are aware of a trademark owned by an IDG subsidiary that is not listed, please contact **Miriam Karlin** at 508-875-5000 or email miriam_karlin@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Karl Heinz Zimmerman - IDG Germany

THIRTEEN YEARS
Morten Hansen - IDG Norway

TWELVE YEARS
Tore Pettersen - IDG Norway

ELEVEN YEARS
Corinne Schmidt - IDG Switzerland
Chris Cuoco - Computerworld

TEN YEARS
Ove Heggedal - IDG Norway
Anita Trembley - Computerworld

NINE YEARS
Britt Lovvik - IDG Norway
Marla Miyashiro - PC World
Marlene Tobias - PC World

EIGHT YEARS
Tom Berglie - IDG Norway
Peter Revai - IDG Switzerland
Gry Lundquist - IDG Denmark
Josef Gruber - IDG Germany

SEVEN YEARS
Per Amundsen - IDG Norway

SIX YEARS
Tonja Pritchard - IDG Norway
Bjorn Alm - IDG Norway
Tina Templin - IMS
Tiziana Parma - IDG Italy

FOUR YEARS
Piper Fowler Sheer - Computerworld
Michele Peoples - IDG Research

THREE YEARS
Pal Aarvig - IDG Norway
Susanne Zihlmann - IDG Switzerland
Tom Winter - IDG U.K.
Kristine Equihua - IDG Central Services
Cameron Tomes - IDG Australia
Stig Seberg-Sorensen - IDG Denmark

TWO YEARS
Geir Horgen - IDG Norway
Espen Agdestein - IDG Norway
Morten Kjolberg - IDG Norway
Jeff Kuta - PC World
Blythe Pikosky - Computerworld
Sean Fitzgerald - Computerworld
Heather Madden - IDG Research
Jane Martin - IDG Books
Helen Gore - IDG Books
Korie Pelka - IDG Books
Emma Parsons - IMS/EMEA

ONE YEAR
Sarah Hibbert - IDG U.K.
Emma Northam - IDG U.K.
Rita Goh - IDG World Expo/Asia
Melissa Gruber - PC World
Rosemary Buja - Computerworld
Denyce Kehoe - Computerworld
Joan Bonadeo - CIO
Brian Kukowski - IDG
Suzannah Pfalzer - IDG Books
Stefan Grunwedel - IDG Books
John Read - IDG Books
Rumi Nakano - IDC Japan
Akiko Karasawa - IDC Japan
Eithne Devine - IDC U.K.
Andrew Doyle - IDC U.K.

WEB PUBLISHING, INC.

continued from page 1

market, and hiring demand is very high in those areas," said WPI President **Michael McCarthy**.

"SuperSite has a robust, proven system that is set up to manage online job listings," he said. "So we can offer this valuable service to our readers and to companies in our industry, without the time and expense of developing and maintaining a job bank on our own."

Dash Chang, president and CEO of SuperSite.Net feels the Web is becoming one of the most important recruiting tools.

"We've reached a point where most high technology companies are using the World Wide Web as a recruiting tool, or they are making plans to do so," Chang said. "By targeting specific segments of the technology markets and publishers like WPI, we can provide pre-qualified candidates to technology companies that other services can't provide."

HIT THE LINKS

Visit the following Web Publishing, Inc. Web sites to view the new SuperSite.Net links.

Web Publishing, Inc. - http://www.wpi.com
JavaWorld - http://www.javaworld.com
SunWorld - http://www.sunworld.com
NetscapeWorld - http://www.netscapeworld.com
NC World - http://ncworldmag.com

WIN FAME...

Your photo in the IDG Employee Photo Calendar.

AND FORTUNE...

$250, $150 and $100 prizes for the top three entries.

Get out your camera or dust off those photo albums and send your two best color or black-and-white prints or slides to:

IDG World Update
31 Milk Street, Suite 210
Boston, MA 02109
USA

Deadline: Sept. 15. Any questions, contact Penny Winn via e-mail: penny_winn@idg.com or telephone: 617-423-0406.

CELEBRATING 10

Bob Ostrow

HOME: Holliston, Mass.

JOINED IDG: May 1986, as an acccount manager at *PC World*.

CURRENT TITLE: Eastern advertising director, *PC World*. I manage a staff of five seasoned sales professionals, helping them meet their customers' marketing objectives. The stronger the personal relationships we have with our customers, the more trusting they are that we can help them be successful. I'm in the field meeting with customers as much as possible.

MOST CHALLENGING PART OF YOUR JOB: Reminding my staff that this is a very emotionally demanding job. The highs and lows follow one right after another. I try to help keep my group charged up, but firmly grounded. It's just too exhausting otherwise.

BEST PART OF YOUR JOB: Signing a contract with a client who wouldn't even return my calls four months earlier.

WHY DID YOU JOIN IDG: Ten years ago I believed IDG had the best plan for the success of its products and career opportunities for its people.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? I was right.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK? By telling me, "You delivered on your promise."

FANTASY JOB: Captain of the Block Island Ferry.

YOUR IDEA OF A PERFECT WEEKEND? One that starts on Memorial Day and ends on Labor Day.

THE RITZ-CARLTON

IDG CHAIRMAN PAT McGOVERN (LEFT) ESCORTS PC WORLD'S ***Bob Ostrow*** *to dinner at Boston's Ritz-Carlton in celebration of his 10 years of service to the company.*

YOUR IDEA OF A PERFECT DAY ALONE? Just me and the dog at the beach. Does he count?

FAVORITE VACATION SPOT? Block Island, R.I. Right next door, yet a century away.

RETIREMENT DREAMS? YES.

MANAGER'S PROFILE: "Bob Ostrow is an experienced, smart, and successful sales manager who has earned the admiration and respect of the entire *PC World* ad sales team."
- ***Bob Carrigan**, director of advertising, PC World*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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Volume 27, Number 32

August 11, 1997

IDC ITALY IS COUNTRY'S FIRST MARKET RESEARCHER TO EARN ISO 9001 QUALITY CERTIFICATION
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IDC WELCOMES EMPLOYEE PARTICIPATION IN ANNUAL EUROPEAN IT FORUM
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ONLINE: NETWORK WORLD'S COLIN UNGARO TAKES A TURN AS THIS WEEK'S COLUMNIST
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Taps Kerry Gumas to Lead IDG World Expo

Former Reed Exhibition exec will grow IDG's global events

Kerry C. Gumas has been appointed president of IDG World Expo, where he will be responsible for expanding IDG's global event business.

Gumas brings more than 16 years' experience to the position. Most recently he served as vice president of new business development at Reed Exhibition Co., where he was responsible for creating and implementing a new business expansion strategy for the North American division. He was also responsible for Reed's joint venture, licensing and trade show acquisition initiatives.

Previously Gumas served as senior vice president for U.S. trade shows with responsibility for the U.S. Technology and Entertainment Group and the U.S. Manufacturing and Industrial Group at Reed. Gumas also held general manager positions at Reed in the Stamford, Conn., and Southeast Asia regions. Before joining Reed, Gumas spent four years with the U.S. Department of Commerce as deputy director of the China Trade Promotion Staff and international trade specialist of the Bureau of East-West Trade.

Gumas will take up his responsibilities on Aug. 25 and may be reached at the IDG Corporate Support Center in Boston (617-534-1200).

IDG Launches Channel Services Group

California-based unit's first offerings include a new publication, Web site, and sponsorship of conference series

(FROM LEFT): CHANNEL SERVICES GROUP'S JOHN SPENSIERI, JOHN RUSSELL, ***Elizabeth Cooper***, *and* ***Stephen Twombly*** *will lead IDG's effort to meet the growing demand for information on global IT channel markets.*

First conference attracts crowd to San Francisco. Page 4

IDG last week announced the formation of its Channel Services Group, a new business unit, with offices in San Mateo, Calif., and Framingham, Mass., that will help the company meet the growing demand for information on IT channels worldwide.

IDG currently publishes 13 channel publications around the world, serves IT resellers through trade shows such as Internet Commerce Expo and provides channel-focused research services through IDC.

Among the group's first initiatives are:

- The launch a new publication dedicated to understand-

• CONTINUED PAGE 4 •

IN BRIEF

IDC Italy Earns ISO 9000 Quality Certification

IDC Italy last month became the first market research and consulting firm in Italy and the second IDC office in Europe to achieve ISO 9000 certification. The company was awarded Quality Certification of the International Standard BS.EN.ISO 9001 after successfully completing the required examination July 9.

According to IDC Italy Country Manager **Ezio Viola**, "this result is a testament to the contributions and effort of the entire company under the continuous supervision and patience of our Quality Champion **Stefania Basanisi**."

The achievement also reflects the company's commitment to providing outstanding service to its customers as stated in its quality policy: "Our commitment to quality is one of our main business objectives. We ensure that this is clearly understood by everybody working for the company... and we always believe in placing the client at the center of our business."

According to Viola, IDC Italy will leverage the systems put in place to achieve quality certification to ensure real business benefits including:

- Increased efficiency of internal delivery and management processes.
- Improved team work.
- Differentiating IDC Italy from the competition.

Earning this certification, which must be renewed annually, provides a number of concrete benefits for the customer, Viola noted. Among them: a level of service that is independently audited and one in which the customer can have confidence as well as a method for differentiating between competitive offerings.

Internally, the benefits he noted include:

- Improved awareness among staff members.
- Consistent products and services.
- Consistent internal roles.
- Improved productivity and more efficient management systems.

"IDC Italy joins IDC U.K. in being among the first companies in our industry in Europe to achieve this certification," Viola said. "This is another concrete step — and not the last one — for the overall company in its commitment to ensuring excellent service for its customers."

Correction

Last week's issue of *IDG World Update* incorrectly identified the material available in IDG's Long Range Planning Report on IDG Central as being drawn from IDC's Directions '98 event. The information came from Directions '97; Directions '98 will be held in Boston on March 3, 1998 and San Francisco on March 19.

IDC Welcomes Employees to its Annual European IT Forum

IDC's seventh annual European IT Forum will be held Sept. 21-23 in Paris. With presentations from major players in the IT industry and senior IDC analysts, this year's forum, the Information Society and Digital Economy will focus on how the Internet, Internet technologies and electronic commerce will impact all aspects of the information industry.

Each year, the forum, which has established itself as the most comprehensive and authoritative conference on the status and trends of information technology and communications in Europe, attracts hundreds of vendors and users responsible for IT decision-making. This year's attendees will hear from an impressive list of keynote speakers and panelists including:

- Jim Barksdale from Netscape
- Steve Case from America Online
- Chris Hassett from PointCast
- Edward Kozel from Cisco Systems
- Kim Polese from Marimba
- Robert Palmer from Digital
- Charles Wang from Computer Associates
- Jeff Papows from Lotus
- Eric Schmidt from Novell
- Gerhard Schulmeyer from Siemens Nixdorf

In addition to the guest speakers, IDG Chairman **Pat McGovern** will deliver the opening address, and the following IDC senior researchers will make presentations:

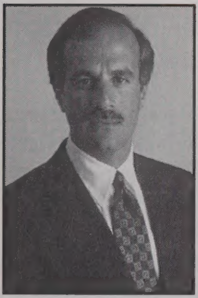
- **Frank Gens**
- **Gigi Wang**
- **John Gantz**
- **Simon Pearce**
- **Roberto Masiero**
- **Donald Bellomy**
- **Philippe de Marcillac**
- **Doug McLeod**
- **Eric Ochs**

And the Forum wouldn't be complete without conclusions and insight from **Bob Metcalfe**, IDG VP, technology.

IDC/IDG employees can receive a discount off the regular delegate fee of $1,850. For IDC employees the cost is $800 for the two days; IDG employees may attend for $1,200.

If you would like more information or want to register to attend the forum, contact **Myriam De Greef** at IDC Benelux, tel: +32-2-626-13-92, fax: +32-2-646-10-23, e-mail: mdegreef@idcresearch.com. Additional information, including the full agenda, may be found on the conference Web site: http://www.idcresearch.it/itforum.

ON LINE



COLIN UNGARO

Network World's president and CEO is this week's columnist. Part 2 of his column will appear next week.

NETWORK WORLD AT A GLANCE

Colin Ungaro joined *Network World* in August 1991, having previously served in several executives roles at CMP and McGraw-Hill.

The Framingham, Mass.-based newsweekly targets network IS professionals with the highest spending power who design, build and manage their companies' enterprise networks.

- **Years published: 11**
- **Number of employees: 120**
- **Primary competitors: *Communications Week* (soon to be *Internet Week*), *LANTimes*, *Network Computing*, *Data Communications*, *Network* magazine**
- **Product family: *NW*, NW Fusion, Technical Seminars, NetDraw software, Managing Enterprise Networks conference.**
- **Network World Global Product Support Center launched approximately one year ago to help strengthen the *Network World* brand around the world.**
- **Current number of *Network World* titles around the world: 21**

Q *Network World* recently held its first Global Product Support Center-sponsored product line meeting. How did it go?

A The meeting, which was recently held in Madrid, was attended by some 40 people representing some 20 countries. During the meeting all attendees participated in a generous exchange of information, and, judging from the follow-up questionnaires, came away with very useful information. The meeting topics covered a range of areas, from online ideas to research techniques and circulation methods.

Also presented during the meeting was an extensive research project that many countries participated in. The research showed, for example, worldwide network purchasing trends, technology trends, job functions and readership of *Network World* and communications publications globally.

Based on attendee feedback, next year's *Network World* product line meeting, scheduled for Venice in March, will also cover an array of topics helpful to building the *Network World* brand and other networking and communications brands around the world.

For more information on the Network World Global Product Support Center, please contact **Joanne Wittren**, our senior global marketing services manager, who can provide you with materials about the worldwide *Network World* and communications product line, including a booklet containing information and descriptions of the 21 publications as well as a "how-to guide" on starting a *Network World*. The GPSC also produces a newsletter and Web site (nwfusion.com/medialounge) to share information among the *Network World* global family.

As publisher of the country's top networking publication, how do you rate the use of networks and IS within your company?

Ironically, it's time for *Network World* to upgrade its systems in many areas, under the expert leadership of **Michael Draper**, our VP of IS. As our IS strategy states, we want to efficiently apply technology to improve existing business processes, introduce new ones, and improve the overall competitiveness of *Network World*. A major focus in *Network World*'s FY98 budget is our use of technology across the company. For example, our FY98 budget calls for major network enhancements in infrastructure, desktop standards, support services, intranet applications, publishing and content management, and sales force automation.

These upgrades will help the entire *Network World* staff, including myself, be more productive and better able to serve our customers, which will ultimately lead to stronger growth for the company.

From what I hear, *Network World* has been one of the leaders among IDG companies in attempting to accommodate various flexible working arrangements for employees juggling the demands of work and family. Does *NW* have a formal policy regarding flextime, part-time, telecommuting, etc. arrangements?

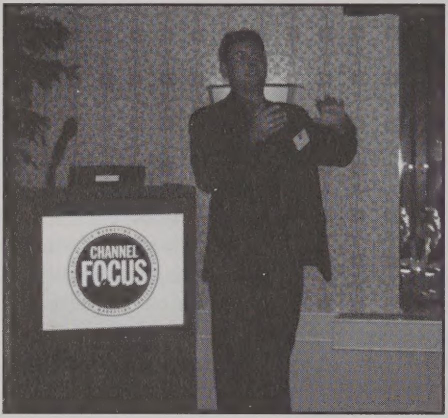
Yes, we do have a formal "work style practices" policy, which helps to deal with some of these issues — especially in the areas of flextime and telecommuting. The more we can help our staff members balance job and family, the better they feel about *Network World* as a place to work, which ultimately helps to achieve our company's goals. In addition, such policies help to attract and keep good people. We offer this benefit to regular full-time employees with one year of service, and we are continually examining the changing needs of our workforce to see how we can improve on the policy while being able to meet our business goals.

One drawback: it is difficult for everyone to take advantage of the policy because there are certain jobs and roles in the company that make, say, flextime or telecommuting unfeasible. Typically this is determined by the department managers on a case-by-case basis.

IDG Sponsors First of Four Channel Conferences

As part of IDG's overall strategy to meet the growing demand for information on IT channels worldwide, IDG Channel Services Group has signed on to sponsor four IT channel events in conjunction with Baptie & Co., Europe's leading channel conference organizer. The first of these conferences, Channel Focus Europe, took place last month in San Francisco.

The largest U.S.-based conference about the European computer market, the two-day event attracted nearly 200 computer manufacturers and vendors interested in increasing their business in the European market. Attendees included a mix of channel managers and marketers from prominent companies such as Sun, Hewlett-Packard, Cisco, Compaq, Novell and Fujitsu that are expanding their European presence as well as other high-tech vendors that are at an earlier stage of entering the European markets. They heard from senior executives based in Europe, representing companies such as Microsoft, IBM, Symantec and Bull, who addressed key issues affecting sales channels in Europe. Major channel players like Metrologie from France and Ingram Micro discussed the steps vendors must take to succeed in this marketplace. Smaller companies and leading-edge technology vendors talked about strategies and tactics that are making them successful in Europe.



ADRIAN JONES, OF IDG IMS/EMEA *delivers the keynote at the recent Channel Focus Europe. He calls the European channel, "the most globally diverse and least understood of global marketing components."*

In addition, representatives from Sitel, Coopers & Lybrand and Kao addressed business, tax and other issues that must be considered by companies doing businss in Europe.

Adrian Jones, director, Client Services at IDG Marketing Services/Europe, Middle East and Africa, delivered the keynote. Among his themes:

- Define channel intentions globally.
- Understand and apply models at local level, support regionally.
- Construct "networking services" at regional level.
- Support and tweak at regional and local level.
- The need for effective research, contracts and channel management.
- Stress marketing.

Other IDG speakers included: **Peter Horan**, president, IMS; **John Spensieri**, president, IDG Channel Services Group; **Thomas Perskowitz**, publisher, *Computer Partner* (Germany); **Frank Cutitta**, managing director/international, IMS; **Ginny Pohlman**, director, international sales, IMS; and **Gerard Adamis**, editor, *Distributique* (France).

Other conferences in the Channel Focus Series will target Latin America (fall 1997) Asia-Pacific (spring 1998) and North America (spring 1998).

For more information, contact: ***Volker Heistermann*** *(volker_heistermann@idg.com).*

Knowledge Communication Innovation

GINNY POHLMAN (CENTER), DIRECTOR, *international sales, IMS, chats with a client during a conference break.*

CHANNEL SERVICES GROUP

continued from page 1

ing and interpreting emerging channel dynamics with focused editorial, global reach and resources, research and technology and industry alliances. The publication, yet to be named, is scheduled to debut later this year.

- A comprehensive Web site that will provide one-stop shopping for U.S. advertisers by linking them to IDG channel resources around the globe. The site will provide direct links to each of the IDG channel publications worldwide and include a browser to search IDC reports on channel-related issues. The Web site is scheduled to be available during the next four to six weeks.
- Four channel events, hosted in conjunction with Baptie & Co. These events will focus on distribution channels in Europe, Latin America, Asia-Pacific and North America. (See related article, this page.)

With this announcement, "IDG is answering a need for increased coverage of the channel marketplace," noted IDG Chairman **Pat McGovern**. "We currently have a rapidly expanding family of computer reseller publications and will be adding several new titles by the end of 1997."

Four seasoned industry executives have been named to head up the Channel Services Group. **John Spensieri**, president, brings 20 years' experience including senior level positions at Avnet's Computer Marketing Group, Vitek Systems Distribution and Arrow Electronics' Computer System Group. He has consulted with suppliers on best practices for successful channel programs and managing channel partners. He also has served on various supplier advisory councils, industry panels, as an industry committee chairman and has been a featured speaker at supplier events.

Stephen Twombly is vice president of sales. He has held various management positions at IDG and Cahners Publishing throughout his 20-year career. Previously

• CONTINUED NEXT PAGE •

IDG

Job Opportunities
Monday, August 11, 1997

District Sales Manager (CW)
Computerworld has an opportunity for an experienced, creative, and highly motivated sales individual to sell multiple Computerworld products to major accounts and agencies on the West Coast. Candidates should possess a minimum of 5 years relevant sales experience within high tech, have a strong knowledge of our customer's business, and be PC proficient.
Location: Burlingame, CA
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Western Regional Director, Custom Publications (CW)
Computerworld is looking for a sales professional to work in tandem with regional sales teams to develop and sell "custom" publication programs and sponsorships of CW based events. In addition, this person will drive the sales effort on the "multi-sponsored" papers on the Custom Publications Editorial Calendar. Candidates should possess 3+ years of experience in a publishing sales environment. Location: Burlingame, CA
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Marketing Administrative Assistant (IDG/B)
Will provide assistance to Product Marketing Group for all calendar and product driven promotions including all new product launches, retail holidays, and IDG created events. This will include fielding outside and inside marketing inquiries, researching marketing opportunities, organizing presentation materials, and general administrative tasks. Experience in marketing, advertising, creative services, or sales preferred. Must be computer literate and have a college degree, preferably in marketing, advertising, or related field. Location: Foster City, CA
Contact: A. Patton, Fax: 650-655-3206, Phone: 650-655-3230, Email: cajobs@idgbooks.com

Reporting Analyst (IDG/B)
Will focus on the design and implementation of reporting systems. Requires a BA/BS in business, finance, or accounting with 5-7 years of related experience. Must be proficient with Excel and have strong spreadsheet skills. Familiarity with budgeting process and monthly variance analysis and experience with balance sheets and P&L are required. Must be comfortable with senior management interaction. Location: Foster City, CA
Contact: L.Young, Fax: 650-655-3206, Phone: 650-655-3230, Email: cajobs@idgbooks.com

Contract Administrator (IDG/B)
Will audit contracts vs. relationships to ensure all relationships are codified in a contract; review contracts for adherence to corporate policies; review/evaluate changes to boilerplate contracts for consistency and uniformity; maintain the contract database; and help develop training/reference/policy and procedure manual. The position requires 3-5 years of experience with contract administration, 1-2 years of supervisory experience, and knowledge of Access, Word, and Excel. Must have strong interpersonal skills. BA/BS and experience in the publishing industry and/or related field with experience in licensing preferred. Location: Foster City, CA
Contact: A. Patton, Fax: 650-655-3206, Phone: 650-655-3230, Email: cajobs@idgbooks.com

Marketing Manager (IDG/B)
Will develop trade book marketing plans to include, but not limited to, sales representative tools; resellers offers; reseller tools; merchandising; consumer offers; advertising. Responsible for integrating specific promotions into trade book marketing strategies working with a variety of departments. Assist in developing co-branding and relationship marketing opportunities, publishing and packaging of new product development, and some author maintenance as needed. Requires a minimum of 3 years experience in marketing, advertising, creative services, or sales. Excellent communication skills, strong writing and editing, ability to prioritize multiple tasks and meet deadlines in a fast-paced environment. Location: Foster City, CA
Contact: P. Levenduski, Fax: 650-655-3206, Phone: 650-655-3015, Email: plevenduski@idgbooks.com

Emerging Markets Manager/International (IDG/B)

Responsible for representing IDG Books' interests and products while maintaining and increasing the sales and market position within a specific geographic and market area. Will also maintain and manage customer relationships and create new customer alliances. Will manage strategic customer information and generate new information important to strategic interests. Computer literate with a BA/BS or equivalent experience. Excellent written and verbal communication, including the capacity to initiate a conversation, visually present or demonstrate a product or idea, and educate customers in an effective manner.
Location: Foster City, CA
Contact: L.Young, Fax: 650-655-3206, Phone: 650-655-3230, Email: cajobs@idgbooks.com

Sales Associate (IDG/B)

Will handle customer orders and credit questions, assist with customer orders, inventory, and credit issues, and assist with departmental, functional, and operational tasks. Also, will be available to assist with making phone calls to customers, prospects, or for information gathering. Must be computer literate with experience using MS Word and Excel.
Location: Foster City, CA
Contact: L.Young, Fax: 650-655-3206, Phone: 650-655-3230, Email: cajobs@idgbooks.com

IS Manager (IDG/CSG)

The successful candidate will have a customer service orientation, ability to work with non-technical end users, previous management experience and technical proficiency in various software applications as well as installation and administration experience for Windows NT Server and Lotus Notes Server. Additional experience with network protocols (TCP/IP and IPX/SPX), network management tools, server hardware and network equipment such as share media hubs and routers is required. Previous experience installing and maintaining Windows 95 and Macintosh desktop systems is essential. Duties and responsibilities include managing IS staff members, establishing protocol and processes for responding to help desk requests or general network problems/issues. Location: Framingham, MA
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Copy Editor (IFW)

Working in a deadline-oriented, team environment, the individual in this position will edit copy for grammar, spelling, and consistency; adhere to Associated Press and InfoWorld style; write headlines, captions, and pull quotes; design pages using QuarkXPress; copy edit and create text charts on Quark pages; and post stories on InfoWorld Electric, InfoWorld's online publication using some HTML coding. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

Freelance Copy Editor (IFW)

InfoWorld is seeking Copy Editors for freelance positions with a possibility for full time work. Working in a deadline oriented, team environment, Copy Editors will edit copy for grammar, spelling and consistency; adhere to Associated Press and InfoWorld style; write headlines, captions, and pull quotes; design pages using QuarkXPress; copy edit and create test charts on Quark pages; and post stories on InfoWorld Electric, InfoWorld's online publication using some HTML coding. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

News Reporter (IFW)

InfoWorld is looking for an energetic reporter for its Washington D.C. bureau to cover telecommunications technologies and the way they are implemented in business. Must have proven ability to break news and a keen interest in the technology. Minimum three years reporting experience either at a daily newspaper or in a computer trade publication. InfoWorld will relocate the right candidate. Location: Washington, DC
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

Operations Manager (IFW)

Manage the day-to-day administrative and operational activities of the recruitment advertising department. This will include supervising the space reservation process, ad traffic and layout of the recruitment section each week and acting as liaison with ad coordination, production and billing departments. Will also take an active role in the maintenance and development of the career site on the Internet and supervise the implementation of the in-house marketing efforts including direct mail and fax campaigns. Computer literacy is essential, and the ability to troubleshoot will be necessary. Desktop publishing, internet, database (preferably ACT), and Microsoft Office knowledge required. Location: San Mateo, CA
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

Sales Associate (2) (IFW)

InfoWorld is seeking a Sales Associate for our San Mateo office. Duties include handling the weekly closing of advertising space, interaction with clients via telephone, database management, and general sales administrative support. The environment is fast-paced, and the position requires superb attention to detail, excellent phone skills, strong organizational skills, and a positive client-service attitude. Computer literacy a must. Publishing, advertising, or high-tech background a plus.
Location: San Mateo, CA
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

Sales Representative (IFW)

InfoWorld is seeking a Sales Representative for the recruitment advertising division. You will prospect, sell, and maintain recruitment advertising for our publication. Requires 2-3 years of telephone and/or outside sales experience, preferably in recruitment advertising, and excellent customer service and communication skills. Knowledge of Windows 95, Lotus Notes, & Desktop Publishing preferred. BA/BS in marketing, business or equivalent, knowledge of the computer/high-tech industry, and internet experience are highly desired. Location is flexible throughout the United States. Location: Flexible
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

Analyst - Application Development (IFW)

InfoWorld's Test Center seeks an Application Development Analyst experienced with all aspects of application development. Knowledge of C, C++, and SQL is essential. Experience with development of network applications and developing for Win32 is essential. Experience on other platforms, version control technologies, and with RAD tools in addition to traditional development environments is a plus. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

Comparisons Editor (IFW)

InfoWorld's Test Center is seeking an experienced editor and manager to oversee the editing of all solutions-based comparisons. This person will work with a team of six editors to see that comparisons are the leading comparisons in the industry, delivered on a timely basis. S/he will work closely with the Test Center's Technical Director, Technical Manager, and Director to determine the Test Center's vision for comparisons. Must be able to work with a team and lead a team; have at least 5 years experience editing and managing, and be fearless in the pursuit of excellence. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

Enterprise Analysts (2) (IFW)

InfoWorld's Test Center seeks two Enterprise Analysts. Candidates should be familiar with all aspects of an enterprise network, Novell NetWare, Microsoft Windows NT, and some flavor of UNIX. Familiarity with TCP/IP, including routing and firewalls, is a must. Experience configuring and maintaining LANs and WANs is essential. Experience supporting users and strategic business goals a big plus, as is database administration and/or programming experience. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

Network Analyst (IFW)

InfoWorld's Test Center is seeking a highly motivated Network Analyst to develop tests and write reviews/comparisons of IT products and solutions. Requires at least 2 years IT experience (product testing and writing); demonstrated experience with netware/Windows NT Server and Windows client systems; and strong verbal communication skills. Knowledge of UNIX (Integration, WANs, Internet) and programming preferred. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

IDG

WEBSTER™... IDG'S CAPTAIN OF INFORMATION
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize — $1,500 **Runner Up** — $1,000

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________

Applicant's Name: ______________________

Position referred to: ______________________

Company Name: ______________________

Referred by: (Employee Name) ______________________

Company Name: ______________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ______________________

Company Name: ______________________

Referred Employee: ______________________

Company Name: ______________________

Date of Hire: ______________________

Ninety Day Date: ______________________

Charged to BU/Department# ____-___-_____-50300-____

H.R. Signature: ______________________

Bonus check to be given to: ______________________

Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com — IDG Careers

Macworld Employees Explore International Cooperative Efforts

The Macworld Global Product Support Center recently organized a series of meetings with colleagues in Europe aimed at identifying ways to enhance global *Macworld* products.

U.S. *Macworld* employees **Jeff Julian,** online development manager; **Paul Devine**, manager, Online; and **Sharon Sanderson**, GPSC coordinator, traveled to London, Amsterdam, The Netherlands, and Zurich, Switzerland, where they met with employees representing six European *Macworld* editions. The agenda focused specifically on the following areas:

- Forming a consolidated international subscriber list for rental.
- Coordinating online advertising buys across multiple *Macworld* sites.
- Ways of exploiting current online technologies.

The groups also discussed coordinating online and print goals with a strong emphasis on effective use of editorial resources.

"Everyone who attended benefited from hearing about the successes and experiences of their international peers, which made the meetings particularly productive," noted Sanderson. "We are looking forward to expanding these relationships with a follow-up online workshop to be held later this year during which we will share ideas about production, advertising and editorial issues in detail."

For more information on the meetings or the Macworld Global Product Support Center, contact Sharon Sanderson via e-mail: sharon_sanderson@macworld.com.

ATTENDING THE MACWORLD GPSC MEETING IN LONDON WERE *(left to right):* ***Anne Ridyard*****,** ***Gillian Roberston*** *and* ***Simon Jary****, all of Macworld U.K.;* ***Paul Devine****, MW U.S.;* ***Guy Eaton*** *and* ***Sarah Hibbert****, both from MW U.K.; and* ***Jeff Julian*** *of MW U.S.*

PARTICIPANTS IN AMSTERDAM INCLUDED (SEATED, LEFT TO *right):* ***Sijmen Philips*** *and* ***Reliza Lamain****, both of Macworld Netherlands; and* ***Sharon Sanderson*** *and* ***Paul Devine*** *of MW U.S. Back row (left to right):* ***Enrico Lotti****, MW Italy;* ***Marcel Schaper*****,** ***Hans Zahn*****,** ***Oscar Kneppers****, and* ***Marcel van Zijtveld****, all from Macworld Netherlands;* ***Jeff Julian****, MW U.S.; and* ***Daniella Pedrini****, Macworld Italy.*

MACWORLD EMPLOYEES ATTENDING THE ZURICH MEETING *included (standing, left to right):* ***Jeff Julian*** *and* ***Paul Devine*** *from MW U.S.;* ***Thomas Dassel****, MW Germany;* ***Sharon Sanderson****, MW U.S.;* ***Carlos Perez*** *and* ***Fernando Cabello*** *of Macworld Spain. Seated, left to right:* ***Cuno Schneeburger****, Macworld Switzerland, and* ***Barbara Ringer****, Macworld Germany.*

• CONTINUED FROM PREVIOUS PAGE •

Twombly was publisher of *Reseller Magazine*, a publication serving the needs of systems integrators and value-added resellers.

John Russell, vice president, editor in chief, is a veteran high-tech jounalist who brings more than 20 years of experience to the group. Most recently he led the editorial relaunch of *Reseller Management*, increasing the circulation form 60,000 to 85,000 and expanding the scope of editorial content.

Elizabeth Cooper will serve as vice president of marketing and business development. Her responsibilities include market strategy, competitive positioning and product development. Prior to joinging CSG, she spent four years with *Computerworld*, where she created the Alliances Marketing Division, which helped companies such as IBM, Sun and Motorola create IT channel strategies.

NOTEWORTHY

PROMOTIONS

Computerworld has recently promoted three employees in its California sales offices. Working out of the Irvine, Calif., office, **Susan Davis** has been named senior account executive for the southern California territory. Susan joined *Computerworld* in October of 1996 as an account executive. Her previous work experience is closely tied to the computer trade publication; she started her career as a creative services coordinator for IDG Books and also worked for IDC as a client services manager.

Christine Curry, working out of *Computerworld*'s Burlingame, Calif., sales office, has been promoted to director for the northern California territory. Christine joined *Computerworld* as a district sales manager in August 1993 and was promoted to senior district sales manager in October 1995. Prior to that, she held sales positions at Equitec Securities and Ken Meares Associates.

Linda Holbrook has been promoted to director for the Microsoft account. Also working out of the Burlingame office, Linda was a senior district sales manager. She joined IDC in 1985 and later held sales positions at *Macworld* and *CIO*. After a stint at *Information Week*, Linda returned to *Computerworld* in 1993.

IDC's **Julie Sheehan** has been promoted to marketing specialist. "Julie has shown over the last several months that she is more than ready to take on these new challenges," said Director of Marketing Communications **Debra Brown**.

NEW EMPLOYEES

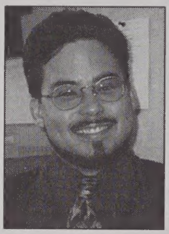
Philip Mendoza has joined International Data Corp. as a research analyst. He has an M.B.A. from Northeastern University in Boston and a B.S. from Minnesota's St. John's University. Outside the office, he enjoys soccer and indie rock.

MENDOZA

Formerly an account executive at CMP Media, Inc., **Michael Jacobs** has joined *InfoWorld* as an account executive. Michael attended San Francisco State University and has a B.A. in communication. His hobbies include sports and traveling.

Michelle Ihle has joined *InfoWorld* as as a copy editor. She previously worked as the editor of *Twin City Times* in Marin County. Michelle has a B.A. in journalism from San Francisco State University. Outside the office, she enjoys attending and watching local sports games, especially the Giants. She also enjoys reading and traveling in between planning for an October wedding.

Craig Hammond has started with *InfoWorld* as an InfoMarket account manager. Craig is a recent graduate of San Jose State University where he earned a B.S. in advertising. Craig's hobbies include collecting Coca-Cola memorabilia.


STEVE STAMATES

HAMMOND

Kimberly Fisher also joins *InfoWorld* as an InfoMarket account manager. She previously worked for *Inc.* magazine as an ad sales coordinator in *Inc.*'s West Coast office. Kimberly has a B.A. in English literature from San Francisco State University. Her hobbies include Flamenco dance.

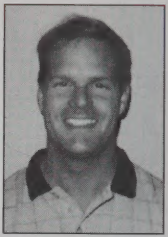
STEVE STAMATES

FISHER

IDG Books Worldwide in Indianapolis recently hired three new employees. **Amy Platt** joins the company as a product technical support representative. She previously worked as a customer support information specialist. Amy has a B.A. in history from Indiana University at Bloomington. She enjoys reading, especially books written by author Stephen King, camping and horseback riding.

PLATT

Ted Levine has started as a national accounts manager. He previously held a similar position at Macmillan Computer Publishing where he was responsible for computer book sales to Borders, Waldenbooks and Crown bookstores. Ted attended Washington University in St. Louis, Mo. Outside the office, his hobbies include Washington University alumni recruitment, competitive swimming and home repair.


LEVINE

Bill Kinsey joins as a product technical support representative. Bill has a B.S. in elementary education from Ball State University. Outside the office, Bill enjoys reading, computers, chess, his family and church.

KINSEY

Bettina Heusch has joined IDG as an international business development associate. Bettina previously worked at the law firm of Heller, Ehrman, White and McAuliffe. She has a B.A. in political science from the University of California at San Diego and a J.D. from Washington College. Outside the office, she enjoys travel, sports and the arts.

Sheila Neylon has joined *CIO* as a copy editor. She previously held a similar position at Bronner Slosberg Humphrey. Sheila has a B.A. in English from Mount Holyoke College and an M.A. in English from Northeastern University. Outside the office, Sheila's hobbies include travel, golf, food, music, gardening and reading.

WHO'S NEW?

Does your office have a new employee? Has someone in your business units recently been promoted? Let IDG World Update know. All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

The Deadline is Approaching for IDG's 14th Annual Employee Photo Calendar Contest

Only a few weeks remain for you to submit your photos and take a chance at **fame** — your photo in calendars displayed on the walls of IDG offices around the world! — and **fortune** — prizes of $250, $150 and $100 for the top three photos as determined by our illustrious panel of judges.

Here's all you have to do:

1. Submit up to two color or black-and-white prints or 35mm slides clearly labeled with your name, business unit and address, telephone and fax numbers and a photo title.
2. Submit photos as developed without retouching.
3. Entries must be received by **Monday, Sept. 15**. Please send your photos to: IDG World Update, 31 Milk Street, Suite 210, Boston, MA 02109, U.S.A. All photos will be returned. Any questions, please contact Penny Winn (penny_winn@idg.com) or call: 617-423-9030.

First Prize: $250.00 **Second Prize: $150.00** **Third Prize: $100.00**

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Eduardo Ostan - IDG Brazil
Zvonimir Lepusa - IDG Germany

FIFTEEN YEARS
Saiman Hui - IDG Asia

FOURTEEN YEARS
Ernest Chamberlain - Computerworld
Carolyn Medeiros - Computerworld
Mary Fanning - Network World

ELEVEN YEARS
Catherine McCrorey - Computerworld
Debra Brown - IDC

TEN YEARS
Terri Schafer - Computerworld
Debra Goldfarb-Norton - IDC

EIGHT YEARS
Heinrich Vaske - IDG Germany

SEVEN YEARS
Mihaly Kenczler - IDG Hungary

SIX YEARS
Steven Vito - FCW
Antelmo Vanegas - IDC Mexico
Bill Bernardi - Network World
Michael Siggins - CIO

FIVE YEARS
Doyle Russell - IDG
Belinda Chlouber - Macworld

FOUR YEARS
Stine Tangen - IDG Norway
Esma Cavusogh - IDG Turkey
Jodi Cohen - Network World
Carol Glasheen - IDC
Shannan Chanda - IDC

THREE YEARS
Eva Rempfler - IDG Switzerland
Tamara Castleman - IDG Books
John Connor - IDG Books
Dwight Ramsey - IDG Books
Mike Kelly - IDG Books
Jennifer Ehrlich - IDG Books
Sylvie Slavikova - IDG Czechoslovakia
Hitoshi Saitoh - IDG Japan
Yuko Tanaka - IDG Japan
Jackeline Carvalho - IDG Brazil
Danielle Volpe - Network World
Mark Gomes - IDC
Lizah Aman - IDC Malaysia

TWO YEARS
Maren Baumann - IDG Switzerland
Allan Holmes - FCW
Colette McMullen - Web Publishing
Margaret Level Green - Macworld
Maria Eliza Reis - IDG Brazil
Kamer Polat - IDG Turkey
Ali Erkmen - IDG Turkey
Andras Nyiro - IDG Hungary
Marlo Matoska - Network World

ONE YEAR
Dana Greenberg - FCW
Ed Golden - IDG News Service
Cheryl Knapp-Knotos - IDG Books
Mario Amador - IDG Books
Eric Taylor - IDG Books
Michael Roney - IDG Books
Cheryl Lester - IDG Books
Hiroko Ito - IDG Japan
Bahar Erdel - IDG Turkey
Andrea D'Amato - Network World

CELEBRATING 10

Susan Middleton

HOME: Westwood, Mass.

JOINED IDC: October 1986 as a client representative.

CURRENT TITLE: Research director, Asset Management Service

LATEST ACCOMPLISHMENT: IBM interviewed me to be part of its recent large systems announcement video. This video was shown at the actual announcement and then broadcast via IBM's Web site.

MOST MEMORABLE THING THAT'S EVER HAPPENED TO YOU AT WORK? Meeting my husband at IDC.

WHAT'S KEPT YOU AT IDC FOR 10 YEARS? The opportunities for advancement.

BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK? Internally: Winning an IDC Excellence Award. Externally: Clients calling to say thank you or referring other customers to our program.

FAMILY: Husband Craig, and daughter Chandler, 21 months.

MOST REWARDING THING YOU'VE EVER DONE? Most rewarding is being Chandler's Mom. Most interesting (and fun) was getting married during a blizzard!

FIVE PEOPLE — LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY? James Taylor, Madeline Albright, David Letterman, Maya Angelou and Glenn Close.

THE RITZ-CARLTON

IDG CHAIRMAN PAT McGOVERN ESCORTS IDC'S SUSAN *Middleton* *to dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

BEST BOOK READ IN THE PAST YEAR? *The English Patient* and *If You Give a Mouse a Cookie.*

FAVORITE VACATION SPOT? Nantucket

MANAGER'S PROFILE: "After a decade at IDC, Susan remains the foundation of the Asset Management Service. Susan's large systems expertise is highly prized by users and vendors alike. Her rock-like client commitment ensures a high renewal rate despite a major industry metamorphosis. The strongest and most admirable quality of her work is the absolute belief in maintaining product integrity."

*- **Chris Christiansen**, program director, IDC*

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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August 18, 1997

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PAGE 2

CW CZECH REPUBLIC SERVES UP GOOD TIME FOR CLIENTS
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Third ComNet Warsaw Earns High Marks

COMNET©
WARSZAWA '97
III International Exhibition & Conference for Communications & Networking Technologies
III Międzynarodowa Konferencja i Wystawa Techniki Telekomunikacyjnej i Sieciowej
18 - 20. 06.1997

EDWIN BENDYK, DIRECTOR OF COMNET *Warsaw '97, Andrzej Zielinski, minister of communications, and Magorzata Kozowska, undersecretary of state in the Scientific Research Committee attend the opening ceremonies.*

More than 80 companies from around the world exhibited their wares at the third annual ComNet Warsaw '97 June 18-20. Held in the

• CONTINUED PAGE 7 •

IDG, Ziff-Davis Form Joint Venture to Serve Mac Market

Mac Publishing's initial offerings include *Macworld*, *MacWEEK*

IDG and Ziff-Davis Inc. have announced the formation of Mac Publishing, L.L.C., a joint venture company whose initial offerings will include *Macworld* and *MacWEEK*.

The company, which will be headquartered in San Francisco, will be lead by **Colin Crawford**, current president and CEO of Macworld Communications. He will serve as president and CEO of Mac Publishing. The company's board of directors will comprise executives from IDG and Ziff-Davis.

Macworld, which will incorporate Z-D's *MacUser*, will experience no publishing interruptions, with the November issue being the first consolidated issue to combine *Macworld* and *MacUser* content and subscribers. The new *Macworld* will have a paid circulation in excess of 625,000.

The joint venture will also publish the current Ziff-Davis *MacWEEK* title, which will retain its title and format as a newsweekly with a controlled circulation of more than 100,000. *MacWEEK* will also experience no interruption in its publishing schedule, with the September issues the first to be published by Mac Publishing.

"This joint venture results in a unique new company," Crawford noted. "We plan to blend the best of both organizations to create the optimal publishing environment."

IDG will continue to publish its international editions of *Macworld*. Licensees of the *Macworld*, *MacWEEK* and *MacUser* brands will transition their business relationships from IDG and Ziff-Davis to the new joint venture. Mac Publications will continue to license the *Macworld* brand name for the Macworld trade show events worldwide.

IDG and Ziff-Davis will each own a 50% share of Mac Publishing. Crawford will report to a board of directors with equal representation from both IDG and Ziff-Davis. **Jim Casella**, IDG's chief operating officer, **Jim Ghirardi**, IDG's VP/finance, Claude Sheer, Ziff-Davis' president of U.S. publications, and Tom McGrade, Ziff-Davis' executive vice president of business operations for U.S. publications comprise the board.

Most *Macworld* employees will retain their current or similar positions. For those whose positions cannot be retained, every effort will be made to assist them in finding jobs within other IDG or Ziff-Davis companies. IDG currently has close to 100 job openings in the San Francisco area and more will be created as several new business units launch.

FOR MORE ON THE IDG-ZIFF-DAVIS JOINT VENTURE SEE PAGE 5.

IN BRIEF

Computerworld Honored for Editorial Excellence

For the second year in a row, *Computerworld* will take home *Folio*’s annual award for Editorial Excellence in the computer trade category.

Folio’s panel of 41 leading editors, publishers and consultants judged more than 372 entrants in 49 categories. The judges said that “*Computerworld* is comprehensive in scope without being overwhelming. The publication uses opinion and humor in all the right places.”

“This award reinforces *Computerworld*’s position as the leading source of analysis and perspectives for IT leaders,” said **Paul Gillin**, *CW*’s editor. “We continue to focus on technology issues as they relate to their strategic application in business.”

CW’s award was based on its Feb. 26, 1996, issue and will be officially recognized at *Folio*’s eighth annual Celebration of Excellence on Oct. 29 in New York.

PC Advisor Announces Fourth Successive Circulation Increase

PC Advisor, the U.K. title within IDG’s global *PC World* product line, this month announced a January-June audited circulation of 120,010 — a massive 43% increase over the same period last year.

According to the Audit Bureau of Circulations, U.K. newsstand sales have grown 34% to 103,064 and subscriptions are up 135% at 16,403, for the same January to June timeframe.

PC Advisor, which was launched in September 1995, is the No. 2 publication in its market, having recorded four successive six-month periods of growth.

“We are very pleased with our latest audit, which demonstrates a consistent growth record,” noted Publishing Director **Kit Gould**. “With the fresh editorial approach, namely “Expert Advice in Plain English,” that we have brought to the PC business magazine market, we have pulled readers away from other older titles as well as expanded the marketplace.”

For more information, contact ***Karen Williams****, marketing director, via e-mail at: karen_williams@idg.com.*

Computing S.A. Relaunch Reaffirms Market Status

Responding to ever-changing industry demands, *Computing S.A.*, the South African version of *Computerworld*, recently unveiled a redesign at a gala relaunch party held June 24.

One significant change was the incorporation of the *Computerworld* logo into *Computing S.A.*’s banner, thereby establishing a visual link to the well-known global brand name.

“The banner is also now more modern, indicative of the technology we write about,” said Publication Manager **Heather Wills**.

Other details of the redesign include a change from seven to six columns and marking each section with a color strap at the top of each page.

“The new column widths give the layout of *Computing S.A.* a cleaner and easier read,” Wills said. “Sections were previously not easily identifiable and the editorial, rather than looking exclusively at technology, has changed to include a business focus as well.”

Computing
COMPUTERWORLD
Rethink looms at Debis
Shake-up expected at Siltek, Q Data
Origin to increase local activities
In this issue

THE PUBLICATION’S NEW *look incorporates the Computerworld name in its banner.*

Articles will now be more in-depth and include news, news analysis, features, technical, hardware, software, communications, careers, enterprise solutions, face-to-face and on-site interviews.

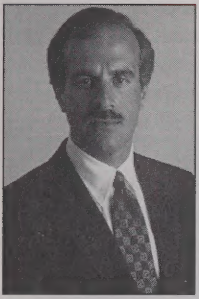
Computing S.A., which originally launched in 1980, has an audited circulation that reaches 15,000 IT professionals within South Africa and neighboring countries. Some 4,000 copies of the weekly are hand-delivered to subscribers each Monday. Its audience ranges from the programmer to the chief information officer. “There is definitely a swing from being focused just on technology,” Wills said. “Our editorial shift towards technology as a business solution is what our readers are looking for.”

Though South Africa has numerous computer publications — including those with consumer, trade and business focuses — *Computing S.A.*’s main competitor is *ComputerWeek*. “And we are editorially, circulation-wise and distributionally ahead of them,” Wills said.

The relaunch celebration on June 24 was attended by *Computing S.A.* staff and 380 clients. The evening included a sit-down dinner, a laser show introducing the new logo and the performance by staff of a *Computing S.A.* song written especially for the night.

“The evening was a great success, and we received many faxes of congratulations the day after as well as positive feedback on the changes,” Wills said.

ON LINE



COLIN UNGARO

Network World's president and CEO is this week's columnist.

Part 1 of his column appeared in last week's issue.

Q *Network World* turned 11 this year. Speaking in general terms, what have been the major trends in the industry shaping the publication's evolution, and what do you see ahead for *Network World*?

A 1. The increased importance — and spending power — of the network IS professional as the network increasingly becomes the applications platform. For the network professional this, of course, means increased responsibilities that require a publication like *Network World* to help keep up with the fast-paced changes in technology, putting them in context of managing their enterprise networks.

2. Networking becoming a key competitive tool to meet evolving business needs.

3. The insatiable demand for increased bandwidth to meet the requirements of network applications.

There are, of course, many other factors, but looking ahead, we see continued growth for *Network World* as the industry continues to grow and our readers' information needs increase as they are called on to bring new technologies — such as the Internet and intranets — into their organizations' enterprise networks.

In the six years that you have served as president and CEO of *Network World* are there any achievements or accomplishments of which you are particularly proud?

There really are many. And everyone at *Network World* deserves to share in the credit for those accomplishments.

Aside from the overall revenue and profit growth of the company over this time period, we are particularly proud of building *Network World* into the No. 1 networking publication on several counts: editorial, circulation and ad pages.

Network World has won several Neal and Computer Press Association awards while our competition has won none, confirming our unsurpassed editorial quality; we consistently deliver a quality circulation of the highest spenders in the market, both of which have helped to launch *Network World* to the top spot in page share, beating *Communications Week* over the past two years with a lot of help from our sales and marketing teams. It's no coincidence that *Communications Week* recently announced that it was changing its name to *Internet Week*.

In addition, the *Network World* brand continues to grow in strength with products from our Professional Development Group and Network World Fusion, which also help to differentiate us from the competition.

I am personally proud of everyone at *Network World* in every department who over the last six years has played a key role in making us the industry leader. In the final analysis, it's our great team of people who make the difference.

Your online site, Network World Fusion, requires that users be qualified, similar to the controlled circulation model for print publications. Obviously this approach has worked very well for you. Are there any downsides? In your opinion, is it an approach that can be used successfully by any publication or are there characteristics unique to *NW* that make it especially suited for this type of site?

The downside to this approach tends to be lower traffic volume. But we have found that just as with the print product, we can deliver higher quality traffic as well as greater accountability in the form of demographic information we can provide through our BPA audit and our lead-generation system.

I've heard that Network World Fusion is making money. Can you explain how you're doing this, given that most other IDG sites are still in investment mode?

Aside from the quality of the product itself and the level of accountability we deliver to advertisers, our virtual department model—where many departments are involved in Fusion in some way—helps to achieve economies of scale that would otherwise be impossible.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

Court of Appeal

Computerworld Czech Republic serves up friendly competition for eager clients at annual volleyball tournament

For the third consecutive year, *Computerworld* clients in the Czech Republic have allowed their zest for competition to land them in court — volleyball court that is.

Originally conceived as a way to mark the fifth anniversary of its flagship title, IDG Czechoslovakia's volleyball competition was an immediate hit and remains a hugely popular annual event among the company's clients. This year, the 32-team field was completely filled within one week of the tournament's announcement, and another 13 teams quickly registered as substitutes.

> *"For us, it is important that this successful sporting and social event is connected with the name of Computerworld and IDG."*
>
> *Zbysek Bahensky*

The two-day tournament, which attracted some 500 players and their fans, was held at a sports facility in the South-Bohemian city of Ceske Budejovice.

According to *Computerworld* Manager **Jaroslav Hrouda**, the tournament's "level playing field" resulted in some interesting outcomes, with many of the teams representing such industry giants as Microsoft, Compaq and PragoData being brought to their knees by teams from much smaller companies.

In the end, the team representing The School Computing Centre from Bratislava in the Slovak Republic emerged triumphant. Second place went to the team from VISION Olomouc, a local vendor of education and entertainment software, and Hewlett-Packard Czech Republic took home the bronze.

Ever the good hosts, the *Computerworld* and *PC World* teams did not pose much of a threat on the court, but consoled themselves with the widely expressed enthusiasm for the tournament and the promise of "next year"!

"*Computerworld* has proven that it can produce not only an excellent publication, but an excellent industry event. For us, it is important that this successful sporting and social event is connected with the name of *Computerworld* and IDG," *CW* Editor-in-Chief **Zbysek Bahensky** said.

MEMBERS OF THE COMPUTERWORLD TEAM AWAIT THE START OF THEIR MATCH: *(from left): **Jiri Sikner**, CW external editor; **Zbysek Bahensky**, CW editor-in-chief; **Karel Taschner**, CW editor; **Katerina Moravcova**, CW advertising/sales; **Jan Zeman**, CW external editor; **Martin Plicka**, CW external editor.*

THE PC WORLD TEAM GATHERS FOR A *photo following a match (front row, from left): **Petr Sorad**, IDG LAN administrator; **Daniel Vojnik**, services manager; middle row: **Jaroslaw Lozinski**, IDG LAN administrator; **Jana Susilova**, PCW advertising/sales; **Marcela Peckova**, Internet4U advertising/sales; **Marketa Cinkova**, Internet4U editor); top row: **Bohdan Tetiva**, PCW advertising manager; **Milos Mastnik**, PCW external editor; **Roman Bartak**, PCW external editor.*

AT A GLANCE

IDG Czechoslovakia, a.s., is a wholly owned subsidiary of IDG in the Czech Republic. Launched in May 1990, the company currently publishes *Computerworld* (weekly); *PC World* (monthly) and *Internet4U* (monthly). The company employees 72 people.

IDG-Z-D Venture Bolsters Support for Mac Market

Below is an excerpt from a question-and-answer document circulated to all *Macworld* employees on the day the joint venture was announced. For more information, employees may contact Macworld CEO Colin Crawford via e-mail at: colin_crawford@macworld.com or Shelly Ginenthal, vice president of Human Resources at shelly_ginenthal @macworld.com.

What is the advantage of combining *Macworld*, *MacUser* and *MacWeek* into one company?

Over the last couple of years the Mac market has been going through tremendous changes. Consolidation among vendors has resulted in reduced media budgets and increased competition between publications.

This intense competition has resulted in aggressive discounting programs which have focused on getting business at any cost rather than selling the quality of our publications and the buying power of the readers we attract.

It has become increasingly obvious that the market cannot support two large-circulation monthly publications. Combining *MacUser* and *Macworld* provides our customers with the best product and the core buying audience.

The aggressive competition to gain advertising pages and revenues has had the impact of reducing our overall revenues. This reduction has forced us to cut expenses in order to meet a reasonable level of profitability. Our concern was that we were in danger of cutting into the fabric of the magazines.

Under the new organization, we can once again focus on selling the quality of our product, asking our readers and advertisers to pay a fair price for the product. We anticipate a significant increase in revenues as a result, which will allow us to continue to produce high-quality products appropriate for the market.

Do IDG and Ziff-Davis have confidence in the Mac market?

Both IDG and Ziff-Davis continue to believe strongly in the Mac market and think it is important to demonstrate a willingness to do whatever may be best for the market and its customers. By joining the two strongest monthly publications in the market and partnering with the best Mac weekly, we feel we are best serving the market we believe in and support.

What are the implications internationally?

All international *Macworld* licensees will become part of Mac Publishing. International *Macworlds* that currently are IDG subsidiaries will remain unchanged.

Won't this give the joint venture a dominant position in the market?

We expect to have a leading position. There are still an enormous number of media opportunities for Mac advertisers and Mac readers. There are other smaller Mac-specific publications, powerful catalogs, and broad-based computer magazines, as well as specialty graphics and other similar subject area publications running Mac software and hardware ads. In addition, newspapers, business and other non-computer-related titles, radio, TV, direct mail, trade shows, etc. serve as informational outlets for the Mac market. Our publications represent just one small part of the many opportunities out there.

What happens to our advertisers?

The joint venture will honor whenever possible and practical all existing advertising contracts for *Macworld*, *MacWeek*, and *MacUser*. Advertisers will benefit from the increased opportunities brought to them through this new arrangement.

Representatives of the joint venture will immediately begin to contact advertisers with the necessary information. For the moment, it is important to point out that there will be no interruption of publishing for any of the publications—*Macworld*, *MacWeek* or *MacUser*. In the case of *MacUser*, it will publish the October issue, after which it will be incorporated as part of *Macworld*.

Advertisers in either of these magazines will benefit from significant bonus distribution.

How will this affect online business?

The Mac sites of all three publications will become the property of the joint venture and will be operated by the joint venture with support from ZDNet. The Mac marketplace will continue to be covered online by ZDNet and IDG.Net. 🖳

ADDRESS BOOK CHANGES

NEW AREA CODE IN CALIFORNIA

Effective immediately, the area code serving California cities and towns from South San Francisco to Los Altos has changed. The new area code is 650. Please note, the old 415 area code will also continue to work in this area until Jan. 31.

This change will affect IDG offices including: InfoWorld, IDG Asia, GamePro Media Group, IDG Global Communications, nvolve, PC Games, IDG Channel Services Group and the IDC West office in Mountain View.

IDC PORTUGAL

IDC Portugal has a new address and fax number:

IDC Portugal
c/o Ponto de Convergencia, S.A.
R. Leopoldo de Almeida, 4A
1750 Lisboa, Portugal

Fax: +351-1-757-63-43
Tel: +351-1-758-31-26

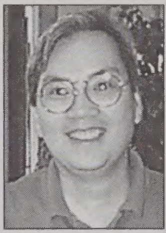
NOTEWORTHY

NEW EMPLOYEES

Susanna Camp has joined PC World Online as a product development manager. She previously worked as a producer at Hotwired and as a subscription marketing manager at *Macworld* before that. Susanna has a B.A. in English from Williams College. Outside the office, she is a contributing writer to Microsoft's San Francisco Sidewalk site (http://www.sidewalk.com).

AMRICH

Dan Amrich has joined GamePro Media Group as the associate editor of GamePro Online. He previously was the executive editor of *Digital Diner*. Dan has a B.S. in TV/Radio from Ithaca College in New York. Outside the office he enjoys electric guitar and is a cutthroat Monopoly player.



TAN

John Tan has joined GamePro/PC Games as a help-desk specialist. He previously handled help desk support for Applied Risk Management in Oakland, Calif. John has a degree in graphic design from West Valley College in Saratoga, Calif., and a programming certificate from the Computer Learning Center in San Francisco. Outside the office, John is busy with church activities and cooking for volunteer services.

DHILLON

Deep Dhillon has joined GamePro as a West Coast sales associate. She previously worked for Vision Software in Oakland, Calif., as an administrative/accounting assistant. Deep has a B.A. in sociology from the University of California at Berkeley. Her hobbies include watching international movies, shopping, playing tennis and sightseeing.

MECCA

Melissa Mecca is a designer at GamePro Media Group. She previously was an art director at 4CDs, an online catalog and electronic software distribution house. In addition to helping produce *GamePro* magazine, Melissa will also be responsible for helping design three Web sites and *NetPro* magazine. She has a B.A. in advertising and design from Boston University and attended classes at the Massachusetts College of Art & Design. Outside the office, Melissa enjoys playing soccer, painting and maintaining a Web site aimed at helping find homes for homeless animals.

Tony Amico has started with IDC as the director of the Emerging Consumer and PC Channels Program. Tony has 15 years of experience in managing channel and marketing programs for several leading computer vendors. For the past three years, he has been the director of Channel Programs for Digital Equipment Corp.'s PC division and then marketing manager for DEC's personal workstation products. Tony has completed doctoral studies at Boston University in organizational development, has an M.A. from Assumption College and a B.A. from Duquesne University.

WebShopper recently hired two new employees. **R. Bruce McCurdy** has started as a circulation manager. He previously was the project manager at Electronic Evidence Discovery, Inc. Bruce has a B.A. in English/Theater from the State University of New York at Albany and enjoys motorcycling.

Deborah Giattina has joined WebShopper as a content editor. Deborah previously worked as a project coordinator with Miller Freeman, Inc. She has a B.A. in English literature from the University of California at Berkeley. Outside the office, Deborah enjoys photography, writes reviews of local musicians and tutors adults preparing for the GED exam.

Blaise Zerega has joined *InfoWorld* as a senior writer. Before starting with *InfoWorld*, Blaise worked as a freelance writer and wrote case studies for Sun, Apple and other companies. Blaise has an M.A. in English from the University of Texas and a B.A. in political science from New York University. Outside the office, Blaise enjoys mountain biking and fly fishing. Blaise is most proud of being a recipient of the Michener Fellowship for fiction.

McKENNA

Nancy McKenna has started with IDG Books Worldwide in Foster City, Calif., as an accounting manager. She previously worked as a treasury analyst with Williams-Sonoma. Nancy has a B.S. from the College of Notre Dame and an M.B.A. from Marymount University in Virginia. Outside the office she enjoys music, movies and cooking.

CECCARELLI

Rosa Ceccarelli has also joined IDG Books' Foster City, Calif., office as a part-time merchandiser. She previously was a sales merchandiser for SEGA of America. Rosa has a B.S. in psychology from Santa Clara University.

Marc Songini has recently been hired by *Network World* as a writer. Marc previously was an associate editor at Cahners Publishing. He has a B.A. in English from the University of Massachusetts at Amherst. Outside the office, Marc writes books and plays tennis. He has two books published, *New England's Most Sensational Murders* and *All the Gin Joints*.

WHO'S NEW?

All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

IDG
INTERNATIONAL DATA GROUP

IDG Job Opportunities
Monday, August 18, 1997

Public Relations Manager (IDG/CSC)

The Corporate Support Center is seeking a hands-on Public Relations Manager to manage IDG's corporate public relations program, with specific focus on development and execution of press releases, background briefing documents, and media relations. Several years experience in public relations, agency and corporate side, and excellent written and verbal communication skills required. Location: Boston, MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Eastern Account Manager (PCW/WEB Magazine)

To pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for the eastern territory. To service and maintain all advertising after the sale is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation, and credit clearance. Prior sales experience in selling ad space for a consumer technology publication. Contacts in the computer industry. Proven track record. Excellent written and verbal communication skills and organizational skills.
Location: New York, NY
Contact: R. Meagher, Fax: 201-645-9486, Phone: 201-645-9487, Email: rob_meagher@pcworld.com

IS Director (CIO)

CIO Communications seeks a highly motivated IS Director to manage its Information Systems and develop strategies for the support and infrastructure of its IS-driven departments. Will work closely with departmental managers to implement IS solutions throughout the business unit, which includes IS solutions for its 4 regional offices. Position requires an extensive technical background with 7-10 years of technical experience in positions of increasing responsibility and management, including user support. Candidates must be familiar with IBM and Mac systems, Lotus Notes, database development, LAN management in a Client/Server environment, TCP/IP and Netware experience. Ideal candidate must have a collaborative attitude and "hands-on" approach to solving problems, as well as the ability to work in a fast paced, deadline oriented environment. Location: Framingham, MA
Contact: W. Manninen, Fax: 508-620-3515

Director (CW)

Computerworld has an opportunity for a highly skilled sales professional to join its sales team. Within this territory, you will be responsible for managing Microsoft and its related businesses including their agency. You must possess a strong sales track record, a strong service orientation, be well-organized, creative, have excellent communication skills, have agency focused experience, and the proven ability to build strategic relationships. Position requires 5+ years of high-tech advertising experience. Location: Burlingame, CA
Contact: T. Lehane, Fax: 415-347-8312, Phone: 415-548-5532, Email: Tish_Lehane@cw.com

Assistant Managing Editor (GamePro)

GamePro Media Group (relocating to San Francisco in the Fall) is seeking a high-energy Assistant Managing Editor for our monthly multiplatform gaming magazine and ancillary print products. Responsibilities include coordinating scheduling and copy flows on all projects as well as copy editing and proofing articles, from manuscripts to bluelines, for grammar, consistency, and style. Requires 2+ years experience in the management of copy, excellent copy-editing skills, and the ability to work in a fast-paced deadline environment with an emphasis on teamwork and excellence. Knowledge of QuarkXPress and QPS desirable. Location: San Mateo, CA
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@iftw.com

PT Internship (IDC)

The PC Pricing Program requires a part-time intern (10-15 hours/week) to counter our growing work requirements stemming from recently awarded consulting business, and a need to off-load some of our data-entry and other clerical tasks. This position provides an alternative to hiring a new full-time analyst, particularly since much of the work does not require someone with an analyst skill-set. The program has had good experience with interns in the past. Recently, we were able to utilize the resources of a group intern. We intend to offer between $9-10/hr or $600/month for this position. Location: Framingham, MA
Contact: M. Engman, Fax: 508-935-4610, Phone: 508-935-4266, Email: idc_jobs@idcresearch.com

Research Analyst, Internet Commerce (IDC)

IDC seeks a motivated research analyst to participate in the Internet Commerce Services program. This analyst will be responsible for writing and supporting a growing client base in the emerging area of Internet-based Commerce services. Either technical or industry experience plus experience working with spreadsheet and word processing applications a must.
Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Travel Coordinator/Executive Assistant (IDG)

Individual will be responsible for providing technical and administrative assistance to the Corporate Travel division. Primary responsibilities include: providing hardware/software support assistance, billing reconciliation, and database administration and support. Individual must have strong customer service and organization skills, ability to multi-task and work in a fast-paced environment. Strong PC, MS Office, MS Access, and Lotus Notes experience required. Travel industry knowledge and 2-4 years of experience preferred. Location: Framingham, MA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Network Specialist (IDG/CSG)

The successful candidate will have 1-2 years experience administering Windows NT and Lotus Notes servers. Primary duties include basic server administration and desktop support for Windows 95 and MAC. Experience in publishing a plus. Excellent verbal and written communication skills are a requirement as the successful candidate will have to interact with all levels of the company. Location: Framingham, MA
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Assistant News Editor (IFW)

InfoWorld is looking for an assistant news editor to handle breaking stories for InfoWorld Electric. The ideal candidate will have about two years of news and copy editing experience. Must be able to cope with rapid pace and have solid working knowledge of enterprise computing issues facing corporations. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

Webmaster (IFW)

We're building an awesome site here at www.infoworld.com and we're looking for the same kind of webmaster. Please contact us if you have: a BSCS degree or more, at least one and preferably more years of programming experience in a web environment, solid UNIX Systems Administration skills; complete familiarity with UNIX web server software and internet protocols; expert skill with HTML, Perl4/5 and CGI; strong skill in C/C++ and Java; and if you can: design and administer Oracle RDBMS using relevant language like SQL to create personalized, dynamic web content; manipulate graphics with Photoshop and other tools; and lead and complete concurrent technical projects under deadline. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

Trade Show Director - ComNet (MHA)

Information event professional with knowledge of IT markets to act as "product champion" for large-scale exhibition and conference. Will ensure the overall success of the event including event strategy and development, key relationships with publications, associations and other strategic partners, timelines and cross functional team. Bachelor's degree with a minimum of five to nine years experience in tradeshows, exhibitions, and/or conferences and the IT industry, preferrably telecommunications. Location: Norwood, MA
Contact: K. Heenan, Fax: 617-440-0300, Phone: 617-440-2724, Email: kheenan@mha.com

Sales Assistant (NW)

Network World is looking for a Sales Assistant to provide support in our busy Santa Clara Sales office for two District Sales Managers. Working as part of a team, you will help answer phones, generate reports and analysis on the competition, provide strong customer service to clients, update and distribute media materials, maintain sales/client databases, and provide general assistance as needed. In this fast paced, competitive environment, strong customer service skills and an ability to work independently as well as part of a team are essential. Excellent organizational and Mac skills (proficient in Word, Excel, and PowerPoint) are necessary. Location: Santa Clara, CA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Manager of Groupware Technology (NW)

Network World is looking for a high spirited team player, with a groupware vision, to help us implement workgroup based technologies across our business landscape. Responsibilities include both defining our groupware messaging architecture and championing our projects. This individual will be responsible for defining the direction and managing the development and implementation of our enterprise wide intranet and groupware applications. Minimum of 5 years experience implementing client/server systems with emphasis on collaborative processing necessary. Must have good interpersonal communication skills and enjoy working in a team based environment. Experience in the development and deployment of Web applications is a must and familiarization with the following technologies would be a plus: NT - UNIX - IIS - Domino - Exchange - SQL - Java - ActiveX - HTML - VB5. Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Customer Service Coordinator, PT (PC Games)

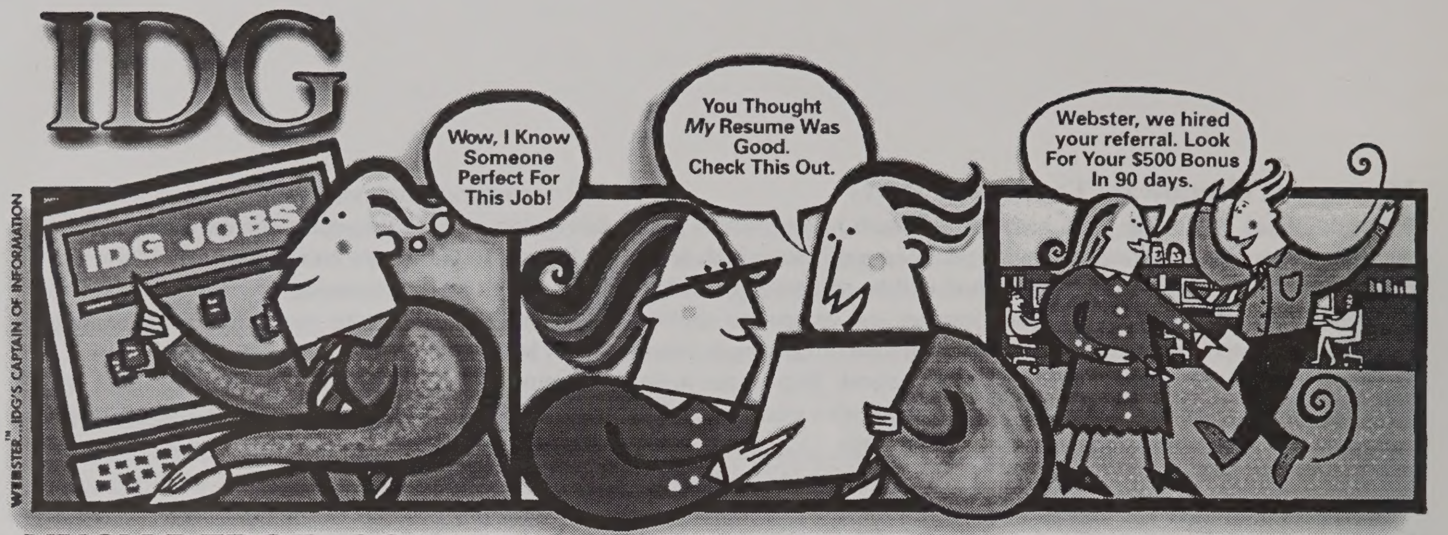
PC Games (relocating to San Francisco in the Fall) is seeking a high energy individual to provide customer service for PC Games Magazine. Respond to subscriber related inquiries and resolve problems, process new orders, and communicate with outside fulfillment house on customer service issues. Some administrative support, including filing, data entry, and inventory tracking. Requires excellent verbal, written, and telephone communication skills, attention to detail, proficiency in Mac, Word, and Excel. Familiarity with Filemaker Pro a plus. Customer service experience preferred. Location: San Mateo, CA
Contact: T. Negishi, Fax: 415-349-5279, Phone: 415-286-2561, Email: tnegishi@pcgames.com

Eastern Advertising Sales Director (PCW OSG)

Reporting to the Publisher of PC World's Online Services Group (PCW OSG), the Eastern Advertising Director will be responsible for maximizing advertising revenues and marketshare from major accounts, developing long-term partnerships with key clients and agencies, setting and executing sales strategy and managing outside sales staff. Working closely with OSG's Director of Inside Sales and PCW/IDG print publishing colleagues, he/she will identify and target prospects, establish ad rates, recruit and develop staff, and design and implement innovative sales approaches that leverage OSG products and expertise for competitive advantage. Candidates should combine exceptional sales, communication, staff motivation and management skills with a good working knowledge of and understanding of finance, marketing, research, and systems design. A track record of consistent over-plan performance, 10+ years in increasingly responsible sales and sales management positions in print and electronic publishing, previous successful project championship and an entrepreneurial mindset are strong positives for this position. Location: San Francisco, CA
Contact: T. Gewecke, Fax: 415-974-7316, Phone: 415-978-3153, Email: thomas_gewecke@pcworld.com

Executive Assistant

The individual in this position will provide administrative support to the President of IDG World Expo. Responsibilities will include, preparation of presentations, conducting research, spreadsheet work, and other projects as needed. Other responsibilities will include handling all incoming and outgoing calls, making travel arrangements and various administrative duties. This position requires initiative, motivation, and professionalism as well as effective communication, organization, and excellent time management skills. Experience with Word, Excel, and PowerPoint is a must. At least 5 years experience preferred. Location: Boston, MA
Contact: M. Maynard; Fax: 508-935-4600; Phone: 508-935-4777; Email: maria_maynard@idg.com


IDG
WEBSTER™...IDG'S CAPTAIN OF INFORMATION
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize — $1,500 **Runner Up — $1,000**

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ____________________

Applicant's Name: ____________________

Position referred to: ____________________

Company Name: ____________________

Referred by: (Employee Name) ____________________

Company Name: ____________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ____________________

Company Name: ____________________

Referred Employee: ____________________

Company Name: ____________________

Date of Hire: ____________________

Ninety Day Date: ____________________

Charged to BU/Department# ____-___-_____-50300-____

H.R. Signature: ____________________

Bonus check to be given to: ____________________

Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com — IDG Careers

Announcement!

IDG's Management Publishing Institute, long referred to as "MPI", has been renamed. Starting with the Fall '97 session, this program will be known as:

"USPI"

(United States Publishing Institute)

IDG's publishing programs targeting management staff and senior individual contributors have been held regionally in Europe (EPI), Latin America (LAPI) and the US (formerly MPI). The change from "MPI" to "USPI" was made in support of IDG's interest in embracing a truly global orientation and in an effort to maintain consistency across programs. Use the chart on the reverse of this page as a handy reference guide to IDG publishing programs.

USPI Objectives

USPI is a three day publishing overview program appropriate for management staff and senior level individual contributors. The objective of USPI is to help participants increase their value and contribution to their Business Units by broadening each participant's understanding and knowledge of the entire publishing operation. Presented by IDG experts, the program examines each of the functional publishing areas in detail using a combination of lecture and interactivity.

Last Call for Nominations!

Nominations are now being accepted for the Fall '97 USPI publishing training program. All IDG business unit presidents and country managers are encouraged to submit nominations to Julie Lynch by the extended deadline of **August 29, 1997.** Julie can be reached by phone at (508) 935-4041, fax (508) 935-4600, or by e-mail at julie_lynch@IDG.COM.

IDG Publishing Training

Goals:

- To ensure IDG's continued success by increasing the publishing & management expertise throughout the organization.
- To prepare our managers for future roles & responsibilities which require increased or broader publishing & management skills.
- To rapidly build skill, knowledge & expertise for current application.
- To achieve business success through the effective alignment and integration of publishing functions
- To instill a solid understanding of each function's critical success factors beyond an individual's functional expertise
- To develop a internal network of IDG managers & executives to facilitate the sharing of know-how & expertise across Business Units
- To share & celebrate IDG's values, cultures & norms.

	IDG Publishing Institute	**Regional Publishing Institutes (Includes US (USPI), European (EPI) and Latin America (LAPI) programs)**	**Publishing Process Overview**
Length	5 days	3 days	1/2 day
Audience	Senior Management	Management Staff and Senior Individual Contributors	Open enrollment
	Nominations accepted from all IDG business units	Nominations accepted from all IDG business units	
Timing	March	Held as necessary based on need and interest	Scheduled on US regional training calendars
Presenters	• IDG Executive Committee Members • Business Unit Presidents/Country Managers • Publishers • Outside Consultants	• Business Unit Presidents/Country Managers • Publishers • Functional heads	• Functional heads
Emphasis	• Strategic management of a publishing enterprise • Alignment and integration of functions with business strategy	• Operational management of publishing functions	• Introduction to basic functions within a publishing enterprise
Content	• Chairman's keynote • Business trends • Business strategy • IDG culture and history • IDG resources and businesses • Leadership	• Operational overview of major publishing functions • Business management • IDG resources and businesses	• Introductory overview of basic publishing functions (Editorial, Circulation, Sales, and Production)
Participation	Highly interactive	Interactive	Lecture and Q&A
Case Study	Comprehensive case study	Limited case study	N/A

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS

Mary Fanning - Network World
Frances Benedict - IDG

THIRTEEN YEARS

Judy Sutter - PC World
Christine Curry - Computerworld

TWELVE YEARS

Susan Miller - FCW
Hans Weber - IDG Germany
Joe Kerwin - InfoWorld

ELEVEN YEARS

David Hill - IPS
Judd Aschenbrand - IDG Research

TEN YEARS

Sandra Kupiec - Network World
Reinelle Hicks - InfoWorld
Roseann LaBruno - InfoWorld
Karen Niles - InfoWorld

NINE YEARS

Phyllis Borden - IDC
David Card - IDC/LINK
Phillipa Grattan - IDG New Zealand
Doreen Furguson - IDG

EIGHT YEARS

Lisa McKeon - InfoWorld
Simon Salamon - IDC/LINK
Saul Cruz - IDC Mexico

SIX YEARS

Colin Ungaro - Network World
Bobbie Cruse - Network World
Andrew Mattus - InfoWorld
Peter Holm - InfoWorld
Gulistan Ozken - IDG Turkey
Guadalupe Urbierta - IDC Mexico
Sofia Hernandez - IDC Mexico

FIVE YEARS

Dag Karlsson - IDG Norway
Shane Rau - PC World
Mark Broatch - IDG New Zealand
Gene Gable - Publish
Alice Tam - IDG Hong Kong

FOUR YEARS

Julie Compton - InfoWorld
Linda Brault - InfoWorld
Janicke Hagelien - IDG Norway
Gail Nelson - Macworld
Patrick Pilcher - IDC New Zealand
Mark Levitt - IDC

THREE YEARS

Tom Grimshaw - InfoWorld
Judith Hodges - IDC
Dana Queen - IDC
Miriam Green - IDG New Zealand
Judy Doyle - Computerworld
Linda Boyer - IDG Books
Kim Farance - IDG Books
Cathy Burgyan - GamePro
Milford Sprecher - IDC

TWO YEARS

Michael Anthony - InfoWorld
Jessica Davis - InfoWorld
Brooks Talley - InfoWorld
Brian Duval - InfoWorld
Keith Kmetz - IDC
Gemma Coleman - IDC
Robin Green - IDC
Danielle Levitas - IDC
Osman Gungor - IDG Turkey
Barry Cheney - Computerworld
Timothy Horgan - CIO
Rayful Ng - IDG Hong Kong
Matthew Powell - IDG Australia
Shawn Aylsworth - IDG Books
Shelley Lea - IDG Books
Jessie Yeo - IDG Singapore

ONE YEAR

Charles Morrey III - InfoWorld
Andy Santoni - InfoWorld
Shawn King - IDC
Scott Williams - IDC
Danielle Fagan - IDG
Debra Orzech - IDG Books
John Call - IDG Books
Barbra Guerra - IDG Books
Junya Onuma - IDG Japan
Romana Schutze - IDG Germany

COMNET WARSAW

continued from page 1

city's Palace of Culture and Science, the show was organized for the second year by the IDG Poland S.A. team.

"ComNet [Warsaw] is an exhibition that could take place in the United States of America or in Western Europe. The technologies presented are not much different from what you can see at the events organized in other countries," noted Dr. Marek Hoyñski of Silicon Graphics, speaking on Polish Radio about ComNet Warsaw '97.

Among the exhibitors at this year's show were companies including Sun Microsystems, Deutsche Telekom, France Telecom, IBM, Novell, Cisco and Poland's largest communications companies: TP S.A., Polkomtel, Polska Telefonia Cyfrowa, Centertel and ATM. Exhibitors rented 70% more booth space over the previous year with total sales volume up 40%.

On hand at the opening ceremonies were **Kazimierz Szot**, chairman of IDG Poland; Andrzej Zieliñski, the Minister of Communications; and Magorzata Kozowska, the undersecretary of state in the Scientific Research Committee.

Some 12,000 people attended Comnet Warsaw during its three-day run, among them the presidents and directors of the largest Polish and foreign companies, IT professionals and representatives of various government institutions. More than 150 print, radio and television journalists from all over Poland also attended the show, which received widespread coverage in both IDG publications and the general media.

Conference seminars drew more than 200 participants who heard from top executives of some of Poland's largest corporations, government representatives including Zieliñski, and Lars Berg, the director of the Telia CPE group. The "Windows NT in Business" conference organized in cooperation with Microsoft was very popular as was "Novell Day."

Among those contributing to the success of ComNet '97 were: **Edwin Bendyk**, director of ComNet Warsaw '97; **Anetta Górz**, expo manager; **Agnieszka Mierzejewska**, marketing manager; **Magdalena Mieliwodzka**, office manager; and **Marek W. Michalski**, conference manager.

CELEBRATING 10+

Catherine McCrorey

HOME: Hopkinton, Mass.

JOINED COMPUTERWORLD: August, 1986; editorial assistant.

CAREER PATH: Production editor, IDC; copy editor, *CW*; copy chief, *CW*; managing editor, *Client/Server Journal.*

CURRENT TITLE: Managing editor, CW Magazines Group.

LATEST ACCOMPLISHMENT: After four years, getting the window boxes up on the front of my house.

FUNNIEST THING THAT'S EVER HAPPENED TO YOU AT WORK: My first year here, my co-workers got me so nervous about Pat McGovern coming around with the Christmas bonuses that when he asked me how I liked it at *CW*, I practically yelled, "*I love it*!" in his face.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The opportunities and the challenges.

FAMILY: Husband Tom and daughter Sarah, two years old.

MOST REWARDING THING YOU'VE EVER DONE? Giving birth to my daughter Sarah.

FANTASY JOB: Editor at *Martha Stewart Living.*

BEST BOOKS READ IN THE PAST YEAR: *Beach Music* and *Guess How Much I Love You?*

IDEA OF A PERFECT WEEKEND: My husband and daughter, the beach, lobster and a good bottle of wine.

FAVORITE VACATION SPOT: Martha's Vineyard.

THE RITZ-C…LTON

IN RECOGNITION OF HER 10 YEARS OF SERVICE TO IDG, ***Cathy McCrorey*** *is escorted to dinner at Boston's Ritz-Carlton by IDG Chairman* ***Pat McGovern.***

RETIREMENT DREAM: Beach house on Martha's Vineyard.

MANAGER'S PROFILE: "Cathy puts her all into everything she does, and she does a lot here in *Computerworld*'s Magazines Group. Her dedication to excellence and quality consciousness are a pleasure to behold. I'm amazed: when it comes to copy editing and production, nothing gets by her! Cathy's also grown into a savvy content editor. She has masterfully assumed the editing reins of *Healthcare Journal* and *Fall Campus* edition, driving those publications to ever-higher editorial grounds. Cathy's versatility, from content direction through the finer points of copy editing and production, make her an asset to our lean but mean staff."

*- **Alan Alper**, editor, Computerworld Magazines Group*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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August 25, 1997

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Macworld Expo/Singapore Draws Enthusiastic Crowds after 3-Year Hiatus

World Expo/Asia takes over show management from previous organizer

The first Macworld Expo/Singapore in three years took place Aug. 15-17, much to the delight of close to 100 exhibitors and 16,500 visitors who craved Mac products and information. Copies of the MacOS 8 operating system were sold out within two hours, and the four weekend workshops were overbooked two weeks before the show opened.

Previous Macworld Expos, which had been managed by a non-IDG organizer, didn't make much of an impact in the market, said **Raymond Chan**, project executive for IDG World Expo/Asia, so World Expo took on the job this year.

Macworld EXPO

Macworld Expo Singapore '97

Although there isn't a *Macworld* publication in Singapore, Mac vendors and users are familiar with the brand from seeing the publication and expo in other countries. Still, World Expo

• CONTINUED PAGE 7 •

Macworld Expo/Boston Garners Worldwide Attention as Venue for Apple/Microsoft Announcement

SOME OF THE CLOSE TO 50,000 APPLE FAITHFUL AT THIS YEAR'S MACWORLD EXPO/ *Boston cheer an announcement on the show floor.*

Always the springboard for new product announcements and other Macintosh developments of note, Macworld Expo/Boston gained an even greater measure of international attention this year as the setting for the Apple/Microsoft alliance announcement.

During his Aug. 6 keynote address, Apple Computer Inc. board member and Pixar CEO Steve Jobs rocked the IT universe with the news that Microsoft Corp. would invest $150 million in Apple. The longtime rivals will forge alliances in a number of areas, including sharing a full cross license for all existing patents for the next five years. Jobs also used his pulpit to announce Apple's revamped board of directors, which features four new members.

Colin Crawford, president and CEO of the newly formed IDG and Ziff-Davis joint venture Mac Publishing, Inc. *(see IDG World Update, Aug. 18),* introduced Jobs to an overflow crowd of 4,000 at the keynote address. *Macworld*

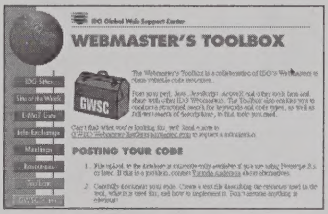
• CONTINUED PAGE 5 •

IN BRIEF

Webmaster's Toolbox Allows Sharing of Code Resources

IDG Webmasters have a new resource available to them intended to facilitate the sharing of valuable code resources.

The Webmaster's Toolbox is a collaborative effort, sponsored by the IDG Global Web Support Center (GWSC), allowing IDG Webmasters to post perl, Java, JavaScript, ActiveX and other tools for use by fellow Webmasters. An Access database keeps track of the information and is delivered to browsers using Allaire's Cold Fusion technology. Structured search of keywords and code types, as well as full-text search of descriptions, also enables Webmasters to find development tools needed for individual sites.



Select "toolbox" from the home page of the GWSC for instructions on how to submit Web development tools and/or search the database for the type of customized Web tool you may need on your site. Anyone needing a user name and password to access the site may send a requested password to GWSC Director **Victoria Anderson** at anderson@supportcenter.com.

"This utility is an area where only IDG Webmasters can submit and download custom code, Java, and scripts. They can submit their latest and greatest tools and search through a database for the type of development tools they may need on their sites," Anderson said, adding that anyone submitting or downloading information will go through a second screening to maximize security.

"The GWSC is a very good initiative for IDG's online developers who are often forced to re-invent the wheel. The Toolbox lets us share not only information, but also the tools and utilities we use, which can save a great deal of time," said **Tom Albers**, Webmaster, IDG Netherlands.

To get the ball rolling, the GWSC has contributed the JavaScript used to create its Online Powerpoint Presentation (http://www.supportcenter.com/present/GWSCpres.html). Anyone needing to put online presentations on their site may download the utility.

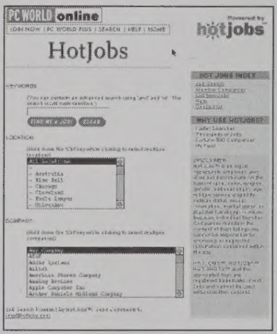
Webmasters looking for a particular tool are encouraged to send a note the GWSC-Webmaster-list@supportcenter.com and ask colleagues if they have the appropriate tool.

"This utility was provided in response to overwhelming requests from Webmasters to share their work and leverge the time and effort it takes to create customized code. If each Webmaster submits just one tool, we will create an indispensible library for online IDG resources," Anderson said.

New Career Site from PCW Online, HotJobs Highlights Upper-Level Job Openings

That corner office may now be just a click away thanks to a new partnership between PC World Online (http://www.pcworld.com) and HotJobs (http://www.hotjobs.com), a leading online career resource.

The two have teamed up to launch "HotJobs for PC World Online," (http://www.pcworld.com/hotjobs) a state-of-the-art job search site concentrating on high-level positions at Fortune 500 companies and other high-end firms.



The partnership reflects a boom in online searches for senior positions.

"PC World Online is always looking for strategic partnerships that will make visits to our site more valuable for our computer-savvy audience," said **Thomas Gewecke**, publisher of PC World Online Services Group. "With upper and mid-level managers increasingly turning to the Web for job search help, we wanted to give our highly qualified users the definitive job search experience. This service is going to save them time, money and headaches."

PC World Online's home page, one of the most heavily trafficked technology pages on the Web, will carry a "HotJobs" link that will take users directly to the new "HotJobs for PC World Online" service. Because PC World Online's audience includes a high concentration of PC-proficient executives, the new site is expected to become a major focus of recruiting for the competitive high-tech industry, Gewecke said.

The service employs Hot Jobs' acclaimed software and database engine, complex Boolean searches, and sophisticated management of job postings and resumes. Career-hunters can search the free "Hot Jobs for PC World Online" database and submit their resumes as often as they want.

As part of the alliance, PC World Online's daily email service, TipWorld (http://www.tipworld.com) will also now feature a new "Hot Job of the Day."

With a circulation of more than 1,350,000 daily subscribers, TipWorld is the world's largest computing-related e-mail publication and the Internet's premier source for computer tips, news and gossip.

The San Francisco-based PC World Online Services Group publishes TipWorld, THE WEB Magazine Online, Dummies Daily, World-Shopper and PC World Online.

ON LINE

JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Not so long ago IDG closed its World Expo headquarters and decentralized show activities back to business units. Does the recent hiring of a new WEC president reflect another change in our strategy for expos?

A During the past year, Bill Murphy (former CFO of IDG and a current member of IDG's board of directors) has been acting president of IDG World Expo. Bill, together with other members of the Executive Committee, worked closely with many of the business units around the world that produce our numerous expos and conferences. We have seen our operating profits grow dramatically during this time and have launched many new expos and conferences. Today IDG World Expo is one of our fastest growing businesses, and it has the potential to grow at rates that are much faster than our competitors, such as Reed and Softbank.

We always planned on bringing in a president and have spent the past six months searching for the right individual. We are confident that we have found that person in Kerry Gumas. He will work closely with all of our business units around the world to encourage them to produce dynamic shows that serve their unique markets and meet the desire for "community" on the part of our customers.

What are the general implications [of the Macworld/Ziff deal] for Macworld employees? Will they no longer have IDG benefits? What happens to their employee stock?

The former Macworld employees who have joined the new joint venture company, Mac Publishing, will retain their IDG benefits, including ESOP. After a period of time, Colin Crawford, president and CEO, will make a recommendation to his board regarding whether he would like to continue with these plans or modify them. At this time, based on my discussions with Colin, I do not anticipate that there will be any changes from the current plans.

I am very optimistic about the prospects of both our new joint venture company and Apple as we move forward together.

IDG has several new and interesting projects under way — a channel group, new Internet publications, a new World Expo president — apparently initiated by our senior management in Boston. Does this dynamic wave of growth also reflect a shift away from IDG's historical way of launching new products with individual business units championing new activities?

All of the projects that you refer to are consistent with our history of identifying a promising opportunity and finding a "product champion" to develop a business plan, for approval by the Executive Committee, and then to lead the new business unit during the launch. This process was followed, for example, in the early '90s when the computer book business was identified as a promising opportunity and IDG Books was formed. Seven years later they are one of our most successful business units by any measure, and John Kilcullen and Steve Berkowitz are working to identify new opportunities that will allow them to surpass $200M in revenue in the near future.

I am confident that several of the new launches we are funding this year will become major contributors to our future growth. As we know, from our experience in Europe and Asia/Pacific there is a need for a channel publication aimed at the enterprise segment of the market, where IDG has inherent strength and the trust of both readers and vendors. I believe that this need is not being fully met by the current publications that dominate the U.S. market.

We also know that the Internet represents a basic paradigm shift and that it has intensified the need for information by both end users and IS professionals. Finally, as I indicated above, the need for "community" has become even stronger and our expos and conferences play a unique role in bringing "communities of common interests" together.

As the IT market accelerates, the need to launch quickly and effectively to meet the information needs of readers is essential. I believe that the process that has served us well over the past 30 years will continue to serve us well as we move forward around the world.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

CW/IW Product Line Meeting Focuses on 'net Issues

More than 100 representatives of *Computerworld* and *InfoWorld* publications from 26 countries around the globe attended the CW/IW Product Line Meeting held in Malta this June.

Sponsored by the CW/IW Global Product Support Center, the two-day meeting featured numerous presentations and small-group workshops, many of which focused on the Internet and other online-related activities.

Attendees heard presentations from **Victoria Anderson**, director of the Web Global Product Support Center; **Rob Garretson**, editor-in-chief of the IDG News Service; **Kelly Conlin**, president of IDG; **Jeff DeBalko**, president of IDG Global Communications; **Alan Alper**, editor, Computerworld Magazine Group; **Pasquale Meyer**, director, advertising sales, IDG France; **Ole Hansen**, marketing manager at IDG Denmark; and **Frank Cutitta**, managing director/international at IDG Marketing Services. *Computerworld* Editor-in-Chief **Paul Gillin** led a panel discussion that focused on how various IDG publications use the Internet and IMS/Europe Middle East and Africa Senior VP, Client Services **Andy Hart** led a discussion featuring executives from Microsoft and Novell who spoke about their companies' Internet strategies.

ComputerWorld and InfoWorld
Product Line Meeting
Malta - 1997
IDG

ANDY HART, SENIOR VP, CLIENT *services at IMS/EMEA (center) chairs a panel discussion with representatives from Novell and Microsoft.*

IDG NEWS SERVICE PARIS BUREAU CHIEF ***Jeanette Borzo*** *and InfoWorld Nederlands Editor-in-Chief* ***Paul Teixeira*** *participate in one of the group sessions.*

According to **Siri Herud**, global coordinator for the CW/IW GPSC, one exciting development from this year's meeting was the decision to create a CW/IW GPSC Web site on IDG Central (http://idgcentral.com). The site contains information about upcoming meetings, the CW/IW International Readership Survey, a "Good Ideas" resource, text of presentations from past meetings a list of Internet addresses and a discussion forum. "We would like to encourage all *Computerworld* and *InfoWorld* staff worldwide to visit the site frequently and share their ideas and information. In the future, the CW/IW GPSC will use this site as our primary communications channel," Herud said. (See box at right for instructions on accessing the site.)

Attendees also spent time in working groups examining the challenges and opportunities presented by the Internet and online publishing. Web Publishing President **Michael McCarthy**, who chaired one of the groups, provided a summary of the observations his group made. The full text is available on IDG World Update Online (located on IDG Central via the Internet or Lotus Notes). Among the questions discussed:

1. When, if ever, will online publishing become a profitable enterprise? (Not in 1998.)

2. Is online advertising too cheap? Should we be charging more? (Yes!)

3. Where does the Internet fit into our publishing plans? (More sophisticated approach warrented.)

For more information, contact Siri Herud at: siri.herud@idg.no.

EDITORS SHARE TIPS FOR NON-MONETARY REWARDS

During one workgroup session, editors shared creative ideas for motivating and rewarding staff. Among their suggestions:

- **Regular off-site meetings to discuss strategy.**
- **Day off for whole staff to go skiing, to the beach, on a picnic.**
- **Reward best reporters with most desirable beats.**
- **Flexible hours/telecommuting.**
- **Have readers vote on best stories of the year and give a prize to winning reporter.**
- **Allow journalists to spend a few weeks overseas at another IDG business unit. (IDG sponsors a Global Fellowship Program that may assist with this.)**
- **Send junior reporters along with more experienced writers on interviews with high-profile industry executives.**

HOW TO ACCESS THECW/IW GPSC WEB SITE

To access the CW/IW Global Product Support Center site, follow these simple steps:

1. Go to the URL address: http://idgcentral.com.

2. If you do not have a login, click on the link "request a login." Fill out the form and click "submit." Once IDG Global Communications has verified your employment with IDG, you will receive your new login via e-mail. Alternatively, you may request a login by contacting Global Communications at tel: 415-524-5700. If you have a login, click on the banner to enter the home page.

3. On the home page, scroll down the screen until you see the icon for "Global Product Support Centers." Click on the icon.

4. At the "Global Product Support Centers" page, click on the icon for "CW/IW Global Product Support Center."

MACWOLD EXPO/BOSTON

continued from page 1

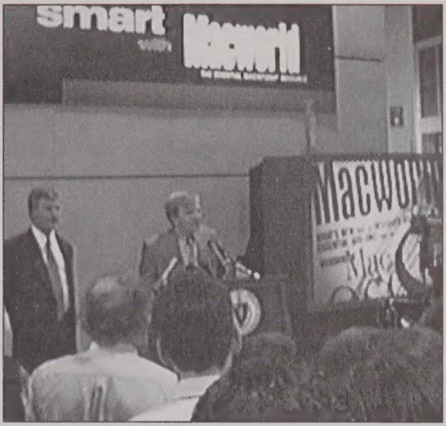
magazine again sponsored the show, which is owned and produced by IDG World Expo and managed by MHA Event Management.

Although Jobs' announcements boosted attendee and market confidence in better prospects for Apple's health, the future of the company remains an open question. Still, a survey of attendees released by MHA Event Management shows that enthusiasm for the Mac platform remains strong and that Macworld Expo plays an important role for buyers. Nearly 80 percent of respondents agreed that their organization will continue to buy and use Macs in the future rather than move to the PC. And 90 percent of respondents said they use the expo as a place to finalize their purchasing decisions.

Macworld Expo/Boston '97 drew 49,700 attendees and 262 exhibitors whose products ranged from high-speed Mac clones to sophisticated imaging equipment for graphic design professionals. *Macworld* editors picked their "Best of Show Awards" for products that debuted at the event (for information on the products check Macworld Online at http://www.macworld.com/daily/daily.1517.html).

Leading-edge technologies were spotlighted in six speciality areas on the show floor, including a digital art gallery, the Science and Engineering Pavilion and the Developer Greenhouse. Half-day tutorials and more than 80 conference sessions covered a myriad of topics, including creating content on the Web, launching a home-based business and using the Mac as a teaching tool.

Upcoming Macworld Expos around the world include events in Mexico City (Sept. 30-Oct. 2), Hong Kong (Oct. 31-Nov. 3) and Madrid (Nov. 11-16).



COLIN CRAWFORD, PRESIDENT AND CEO *of the newly formed IDG/Ziff-Davis joint venture Mac Publishing, introduces Massachusetts Acting Governor Paul Cellucci who used Macworld Expo as the pulpit to declare Massachusetts an "Internet tax-free zone" and implement an immediate moratorium on the 5% sales tax users must pay on Internet services in Massachusetts.*

Macworld
Macworld
smart
C500

SOME OF THE MACWORLD STAFF WHO GREETED EXPO ATTENDEES AT THE *magazine's booth were (left to right):* ***Theodore Kim, Kelvin Gee, Anna Noetzel, Tobin Duisenberg, Melissa Karam, Glen Munlawin*** *and* ***Marjorie Maggenti.***

JOBS TAKES EXTRA PRECAUTIONS TO KEEP LID ON GATES' ANNOUNCEMENT

Microsoft Chairman Bill Gates participated in the Apple/Microsoft alliance announcement through a satellite hookup and appeared in front of the Macworld Expo keynote crowd on a giant video screen. How did Steve Jobs manage to keep Gates' appearance a secret, given that the videoconferencing system had to be set up and tested the night before the keynote? According to MHA Vice President of Events Charlie Greco, Jobs took control of the stage and commandeered the Park Plaza Castle in Boston, site of the keynote address.

Jobs had agreed to deliver the keynote just a week before the show and told Apple that he would do so only if he would be able to make a "powerful announcement." And to do so, he shaped the setting for the announcement himself. Out went the stage, lighting, cameras, screen and sound system that MHA Event Management spent months arranging and in went (at Apple's expense) the equipment that Jobs preferred. The set included a towering video screen and a bare, black-and-white stage that Jobs designed in an effort to resurrect the simplicity of Apple's roots.

At about 10 p.m. on Aug. 5, when it was time for Jobs to test the soundstage for his speech, he asked that the building be cleared of all personnel — from janitors to MHA Event Management executives. While the ousted group waited in the pouring rain for 45 minutes, a small cadre of technicians selected by Jobs tested the video hookup. In the meantime, according to a technician who later spoke to MHA staff, while at the podium Jobs talked to Gates on a cell phone to finalize the details of the companies' alliance.

NOTEWORTHY

NEW EMPLOYEES

Kim DiMascio has been named senior district manager of *Computerworld*. Kim will work out of the Waltham, Mass., office, managing the Canadian and Northeast sales region, including New England, upstate New York and Pennsylvania. Kim previously worked with CMP Media/M&T International Media as a senior sales manager. She also worked for Miller Freeman, Inc., Ziff-Davis and was a client account manager at Robillard Financial Group. Kim graduated from Bentley College.

FRY

A freelancer with various IDG companies since 1993, **Lori Fry** has joined *PC World* as a copy editor. She has a B.A. in English from San Jose State University. Lori spends her off hours renovating her home and traveling; last year she spent two months in Turkey and Italy.

Rachel Payne is a business development associate for PC World Online. She's a recent graduate of Smith College, where she earned a B.A. in government and studied for a year at Doshisha University in Japan. Rachel is a rock climber and a theater goer.

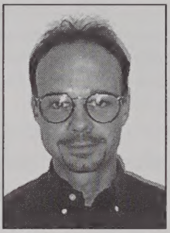
IDG Books Worldwide continues its rapid growth. In Chicago, **Nickole Harris** has signed on as acquisitions coordinator after serving as a product marketing intern for the company. She has a B.A. in communications from the University of Illinois/Chicago and enjoys dancing and swimming.

The Indianapolis office welcomes four new employees. **Milt Sick** is the new director of manufacturing. He was previously director of operations at a print, bind and mail facility. Milt has an M.B.A. from the University of Dallas and spends his free time traveling and gardening.

Kim Gray, the national account manager for office super stores, recently served as regional manager for Olin Pool Products. She has a B.A. in chemistry and communications from Butler University and enjoys browsing for antiques and watching sports.

Nancy Stevenson, previously a freelance author and publishing manager at Que, manages acquisition efforts for books on desktop applications and operating systems. She has a B.A. in English from Drew University. Nancy plays the flute and piano and enjoys traveling.

Credit Coordinator **Beth Bauer** most recently served as a collections specialist at Support Net and before that worked for the Macmillan publishing house. Listening to music, cooking and spending time with family occupy her off hours.


BURT

Advertising Coordinator **Kevin Burt** joins *GamePro* after as stint as production manager for Watermark Press. He has an associate's degree from Hudson Valley College and finds time for mountain climbing, running and "the arts in all forms."

Abbie Feibush is the new sales associate at *GamePro*'s New York City sales office. She had been a sales assistant supervisor at TeleRep. Abbie has a B.A. in telecommunications from Michigan State University and continues to be an avid fan of the MSU football team.

Previously a partner in a Web design firm, Programmer **Michael McCafferty** is working on IDG's Web site at IDG Marketing Services in San Francisco. A "perpetual history major," Michael would like to have a hobby but asks, "Do you think this industry permits outside interests?"

John McLaughlin is a production specialist at IDC in Framingham. He was previously essential services project coordinator at Mariner Medical Services. A published illustrator, John has a B.A. from Hampshire College and earned a computer graphics design and prepress certificate from Clark University.

Also at IDC, **Ana Gordon** has signed on as an associate research analyst. Previously a project associate at Linkage, Inc., Ana has a B.A. in international relations from Tufts University. Outside the office, she enjoys reading mysteries and watching foreign films.

CREE

Recently an editorial assistant at Total Entertainment Network, **Audrey Cree** is now executive assistant to PC Games President Gini Talmadge. Audrey earned a B.A. in English at Vassar College. After hours, Audrey likes to ride her bike and read (though not simultaneously); she is aiming to finish *The History of the Decline and Fall of the Roman Empire* by sometime next year.

RETURNING EMPLOYEES

DEBALKO

After a brief stint as senior marketing services for Pretty Good Privacy, an encryption software start-up company, **Catey DeBalko** is now senior marketing manager for the newly formed IDG Channel Services Group. Her most recent IDG post was corporate trade show manager for IDG Marketing Services.

TRANSFERS

Huan Nghiem, previously the Web developer at IDG Marketing Services, has signed on as the online designer for PC World's Web Shopper.

Nancy Robinson is now the New England regional sales manager for *InfoWorld*. Most recently she covered the same territory as senior district manager for *Network World*.

WHO'S NEW?

All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

IDG
INTERNATIONAL DATA GROUP

Job Opportunities
Monday, August 25, 1997

Regional Sales Manager (CIO)

This individual will be responsible for ad sales in the Eastern Region. We are seeking a manager with 3-5 years experience in high tech publishing. Ideally, the individual will be very familiar with accounts and agencies in the NY/NJ/PA area. Excellent communication and presentation skills a must. Knowledge of the industry is also essential. Location: New Jersey
Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

Graphics Coordinator (CW)

The Graphics Coordinator will collect and edit info-graphics and other art elements from writers and deliver it to the graphics department, monitoring both stories and art elements to keep production synchronized. You will be responsible for tracking art elements and linking them to pages during the production process as well as collecting photo and illustration requests, working with the photo editor to get assignments completed and tracking photos and illustrations as they're completed. This position requires an eye for detail and excellent organizational skills. Editing and graphics experience and excellent interpersonal skills are a must.
Location: Framingham, MA
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

HR Manager/Director, part-time (FCW)

Federal Computer Week is looking for a part-time (20 hrs/week) Human Resources Manager/Director with strong generalist experience. Responsibilities range from administration up through the strategic level including: organizational development, employee relations, recruiting, training, compensation planning, and benefits administration. Requires 7+ years of experience preferably in the IT industry. Location: Falls Church, VA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Executive Assistant to the President (GamePro)

GamePro Media Group (relocating to San Francisco in the Fall), seeks a dynamic, self-motivated individual to provide administrative support to the President in our fun entrepreneurial environment. Must be able to work both independently and with various levels of management, handling sensitive company information in a confidential manner. You must be well organized, detail oriented with superior follow through skills. Requires 3+ years executive level administrative assistance, excellent interpersonal, communication, time management skills, and Macintosh proficiency. Location: San Mateo, CA
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@gamepro.com

Mail/Facilities Coordinator/part-time (2) (GamePro)

GamePro Media Group and PC Games Publishing, relocating to San Francisco in the Fall, seek 2 part-time Mail/Facilities Coordinators. Responsibilities include sorting and distributing all incoming mail and deliveries and processing all outgoing mail including UPS, FedEx, etc. Generally requires the ability to lift at least 50 pounds. Switchboard and reception relief are also required. Must have 1+ years of business experience, basic computer skills, good communication skills, and excellent customer service attitude.
Location: San Francisco, CA
Contact: R. Rubright, Fax: 650-349-5279, Phone: 650-286-2577, Email: rrubright@gamepro.com

HRIS Specialist (IDG)

Reporting directly to he HRIS Project Manager, this individual will be an integral part of the task team recommending a new HRIS System for IDG Corporate. Responsibilities include system assessment, needs analysis, vendor evaluation and selection, as well as system implementation. Daily tasks include extensive work on current HR system as follows: system maintenance, assuring data integrity, standard and ad-hoc reporting and customization as needed. Position will work closely with the payroll group and ADP. Three to six years HR and systems experience preferred. Location: Framingham, MA
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419

Editorial Coordinator (IDG/B)

Coordinate Acquisitions process with Editorial development; assist with illustrations, text additions, and corrections for Dummies Trade Press; and serve as Acquisition team liaison for implementation of marketing plans, etc. Will also help coordinate launch meetings and assist Acquisitions Manager with other duties as assigned. Must have a college degree in a related field, working knowledge of most Microsoft applications, and at least 2 years in a publishing environment. Location: Chicago, IL
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: mboese@idgbooks.com

Office Services Coordinator (IDG/B)

Responsible for fulfilling facility service requests, managing off site furniture storage, and maintaining picture inventory. Will provide assistance and back up to Purchasing, Mailroom, and the Front Desk. Will move computers, furniture/supplies, and telephones. Must be detail oriented, well organized, an independent worker with a minimum of 2 years experience in an office support position with exposure to computerized tracking system of major vendors. Must be able to lift 50 lbs. and also pull 365 lbs. on a utility cart on a routine basis. Working knowledge of IBM computer systems, in particular, MS Word and Excel. Location: Foster City, CA
Contact: A. Patton, Fax: 650-655-3206, Phone: 650-655-3230, Email: cajobs@idgbooks.com

Receptionist (IDG/B)

Will greet business partners and applicants. Will answer, transfer, and screen phone calls. Handle correspondence (any incoming packages from a courier) and receive and route faxes. Maintain company phone lists. Manage facility maintenance concerns and address cleaning concerns. Will also be responsible for managing the conference rooms for the entire building. Requires a minimum of 2 years experience in a receptionist position with a multi-line phone system. Should be IBM-PC proficient with working knowledge of Excel and MS Word. Must have strong interpersonal skills, flexibility, and the ability to multi-task. Location: Foster City, CA
Contact: A. Patton, Fax: 650-655-3206, Phone: 650-655-3230, Email: cajobs@idgbooks.com

Subsidiary Rights Assistant (IDG/B)

Will record and track subrights interest in CPG titles for both foreign and domestic markets, work with editors to get early review material, and send review material to interested customers in both foreign and domestic markets. Responsible for facilitating the transfer of production materials for key books and sending cover templates/files to appropriate accounts. Work with manager to process bookclub reorders and supply content for mailings. Must be computer literate with knowledge of Word and Excel.
Location: Foster City, CA
Contact: A. Patton, Fax: 650-655-3206, Phone: 650-655-3230, Email: cajobs@idgbooks.com

Associate Editor (IDG/CSG)

The Associate Editor will plan, develop, and edit feature-length articles. Top-notch writing and editing skills, a proven ability to hit deadlines, and extensive industry contacts are a must. Substantial experience covering the indirect sales channel for computer products is required. The position requires 3-5 years of journalism and/or computer industry experience, as well as a proven track record as a team player. Journalism or technical degree preferred. Location: Framingham, MA
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Copy Editors (2) (IDG/CSG)

Prior experience copy editing article on computer technology topics is desirable. Familiarity with Quark and Microsoft Word are needed as is attention to detail. These positions report to the managing editor. General duties include copy editing articles for style and grammar as well as trafficking article materials through the production process. Location: Framingham, MA
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Editorial Assistant (IDG/CSG)

CSG is seeking a bright, ambitious person interested in administrative assistance and opportunities in Channel Technology journalism. This entry-level position supports our editorial staff by performing normal office administrative tasks and by checking facts and assisting with research. Successful candidate will have the opportunity to work with reporters on major projects. Journalism or English majors preferred. PC literacy required. Location: Framingham, MA
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Senior Editor (IDG/CSG)

The Senior Editor will plan, develop, and edit feature-length articles. Top-notch writing and editing skills, a proven ability to hit deadlines, and extensive industry contacts are a must. Substantial experience covering the indirect sales channel for computer products is required. The position requires 5 or more years of journalism and/or computer industry experience, as well as a proven track record as a team player. Journalism or technical degree preferred. Location: Flexible
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Financial Coordinator (IDG/CSG)

The successful candidate will have strong knowledge of basic accounting theory, strong organizational skills, and attention to detail. Experience in account coding, payables, and finance statements. Location: San Mateo, CA
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Marketing Coordinator (IDG/CSG)

The Marketing Coordinator position requires 2-3 years experience in marketing communications and event marketing. Responsibilities will include being liaison with agency in trafficking marketing materials, assisting with all aspects of event marketing including conferences and trade shows, and working to support sales staff with their marketing needs. High tech experience preferred. Some travel required. Location: San Mateo, CA
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Marketing Director (IDG/CSG)

Channel Services Group seeks a high level Marketing Professional to head up all Marketing operations. Will be responsible for marketing strategy, communication, and high level agency contacts. Works closely with other members of the management team. Requires publishing industry knowledge, channel experience a plus, strong interpersonal and management skills. 10 years business experience required. Location: San Mateo, CA
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Production Manager (IDG/CSG)

Responsibilities include tracking ad position requests, approving invoices, preparing budget numbers, and working on layout problems. Works as liaison with printer, editorial, advertising, and distribution. Prepares quotes for inserts. Monitors quality control issues, and prepares quotes for all custom publishing projects - single or multi-book quotes. Requires 4-5 years of publishing production experience with emphasis on editorial layout and pre-press procedures. A working understanding of the printing process is necessary. Position reports to the managing editor. Location: Framingham, MA
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Account Executives (IDG/CSG)

The Account Executives' primary goals are to increase revenues, yields and market share by developing existing 2nd and 3rd tier accounts while prospecting for new business. Successful Account Executives will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individuals in these positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should understand the dynamics of interpreting and responding to market share reports and other territory data and must be able to prepare and execute presentations and special promotions independently. 1-3 years of proven ad sales experience is required.
Location: various
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Sales Associates (IDG/CSG)

The selected candidate will provide multi-functional support to a Sales Manager. Responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination, and event planning. Ideal candidate is goal oriented, independent, extremely organized, and thrives in a very fast paced environment. This individual must possess a bachelor's degree, relevant experience, and a strong technological aptitude. Location: various
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Director of International Accounts/East (IMS)

Rapid growth and the ever increasing emphasis by IT vendors on global marketing present the opportunity for an international advertising sales position in the Framingham-based Eastern US region. Given the challenging responsibility of representing the advertising sales interests of over 275 indigenous IT magazines and newspapers across 75 countries, candidates for the position must have proven ability to manage multiple priorities in an extremely time sensitive, fast paced multi-tasking sales environment. In addition to ROP sales responsibilities the DIA will be on the front line of reinforcing IDG as the world's largest and most successful provider of information services on information technology. Foreign language ability and successful international advertising sales experience for a multiple title publisher a definite plus. International diplomacy and excellent communication skills a must.
Location: Framingham, MA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Online Researcher/Production Assistant (NW)

Network World Fusion is looking for a self starter to expand and update our online reference library, help supplement news and feature articles with additional hyperlinked references and provide support to the Fusion staff. Opportunity for writing articles. the ideal candidate will have some knowledge of HTML and the Web, along with some daily newspaper experience and an interest in writing.
Location: Framingham, MA
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

District Sales Manager (NW)

Network World, Inc. is looking for a sales person to join their Northern CA sales office to grow a Silicon Valley, CA territory. Responsibilities include primarily growing the territory, servicing some existing accounts, providing timely projections and call reports. This position reports to the Western Regional Sales Manager. Experience as an account executive, inside sales representative or as a media planner within a high tech advertising agency preferred as we are looking for someone who will be ready to move into outside sales and be ready for the challenge of managing a territory. Local travel required. Location: Santa Clara, CA
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

Sr. Associate Editor (PCW)

Plan, assign, and edit PC software and hardware reviews including Top 20 review of PC's. Must have 3-4 years experience in PC magazine writing and editing experience, top-notch writing skills, thorough knowledge of PC products. Working knowledge of Access and Excel a plus. Some travel. Location: San Francisco, CA
Contact: C. Thorton, Fax: 415-442-1891, Phone: 415-974-7475, Email: carla_thorton@pcworld.com

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BU	Category	Title	Location	Contact	Phone	Fax
CIO	Art/Design	Senior Graphic Designer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Features Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Features Writer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Senior Editor	Framingham, MA	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	On-Line	Web Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	On-Line	Website Intern (2)	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	PR	Publicist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Sales	Advertising Sales Associate	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Sales	Regional Sales Manager	New Jersey	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Systems	IS Director	Framingham, MA	W. Manninen	P:	F: 508-620-3515
CIO	Systems	IS Support Specialist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Edit	Graphics Coordinator	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Executive	Irvine, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Account Executive	Atlanta, GA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Executive	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Account Executives (2)	Waltham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Director	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	District Sales Manager	Atlanta, GA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	District Sales Manager	Chicago, IL	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	District Sales Manager	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Eastern Regional Director, Custom Publications	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Regional Manager	Dallas, TX	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Sales Associate	Atlanta, GA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Associate (2)	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Sales	Sales Operations Manager	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Senior District Sales Manager	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Western Regional Director, Custom Publications	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW	Systems	Internship, IS Department	Burlingame, CA	T. Lehane	P: 415-548-5532	F: 415-347-8312
CW/Hong Kong	Edit	Senior Writer	Hong Kong	R. Garretson	P: 617-423-9030	F: 617-423-0240
ENN	Sales	Director, Regional Recruitment Advertising	EC or WC	S. Brown	P: 508-935-4099	F: 508-935-4600
FCW	HR	HR Manager/Director, part-time	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
FCW	Prod	Production Coordinator	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
GamePro	Admin	Executive Assistant to the President	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
GamePro	Edit	Assistant Managing Editor	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
GamePro	Facil	Mail/Facilities Coordinator/part-time (2)	San Francisco, CA	R. Rubright	P: 650-286-2577	F: 650-349-5279
ICE	Admin	Executive Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
ICE	Sales	National Account Manager	MA or CA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDC	Admin	PT Administrative Assistant	Framingham, MA	M. Engman	P: 508-935-4266	F: 508-935-4610
IDC	Expo	Conference and Events Director	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Intern	Part-Time Research Internship	Framingham, MA	M. Engman	P: 508-935-4266	F: 508-935-4610
IDC	Intern	PT Internship	Framingham, MA	M. Engman	P: 508-935-4266	F: 508-935-4610
IDC	Mktg	Marketing Administrator	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610

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BU	Category	Title	Location	Contact	Phone	Fax
IDC	Operations	Copy Center Operator	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Director, Data Communications Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Analyst, Internet Commerce	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Senior Analyst, Asset Management Services	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
DC	Rsch	Sr Research Analyst, Collaborative Computing	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Internet	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDC	Systems	Database Administrator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Senior Systems Administrator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Senior Systems Administrator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	WWW Software Engineer	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC Gov't	Rsch	Research Analyst, Goverment-Public Sector	Falls Church, VA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC Gov't	Sales	Account Executive	Falls Church, VA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC Gov't	Sales	Sales Manager	Falls Church, VA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC/LINK	Rsch	Prog Mgr, Consumer Computing&Educ Mkts	New York, NY	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDC/LINK	Rsch	Sr. Analyst, Small Business/Home Office	New York, NY	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDG	Exec	Vice President, Enterprise Newsweekly Network	EC or WC	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG	HR	HRIS Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDG	Systems	Associate System Support Specialist	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Systems	Systems Support Specialist	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Travel	Travel Coordinator/Executive Assistant	Framingham, MA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG Central Servi	Finance	Accounting Coordinator	San Francisco, CA	M. Reyes	P: 415-978-3364	F: 415-543-3984
IDG News Servic	Edit	Correspondents	MA or CA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG.net	Edit	Editorial Assistant	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Edit	Features Editor	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Edit	News Editor	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Exec	Editor-in-Chief	San Francisco, CA	L. Morgan	P:	F: 415-705-6421
IDG.net	Systems	Channel Programmer (half-time)	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	Lead Programmer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	Programmer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	System Administrator (half-time)	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	Technical Director	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG/B	Admin	Marketing Administrative Assistant	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	Art/Design	Graphics Coordinator	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	Edit	Acquisitions Assistant	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Acquisitions Editor/Exec Editor, DP	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Copy Editor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Copy Writer, CPG	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
G/B	Edit	Development Editor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Editorial Coordinator	Chicago, IL	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Finance	Accountant	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	Finance	Accounts Payable Clerk	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	Finance	Credit Specialist	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Finance	New Accounts Assistant	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Finance	Reporting Analyst	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	Finance	Royalty Accountant	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	Intern	IS Intern	Foster City, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Mktg	Marketing Manager	Foster City, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Mktg	Product Packaging Associate Coordinator	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Mktg	Publicist, Dummies Group	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg.	Designer	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	On-Line	On-line Development Editor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Operations	Director, Voice/Data Communication	Foster City, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Operations	Office Services Coordinator	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	Operations	Receptionist	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	PR	Tech Publicity Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Director of Production	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Production Quality Control Specialist	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	Production	Project Coordinator	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	Sales	Corporate Key Account Manager	Foster City, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Sales	Customer Service Rep	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	Sales	Emerging Markets Manager/International	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	Sales	Key Account Representative	Foster City, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Sales	Part-Time Merchandiser	San Francisco, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Sales	Sales Associate	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	Sales	Sales Support Associate	Foster City, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Sales	Subsidiary Rights Assistant	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	Systems	IS Manager	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/CSC	Admin	Executive Administrative Assistant	Boston, MA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG/CSC	PR	Public Relations Manager	Boston, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG/CSG	Admin	Office Administrator	Framingham, MA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
G/CSG	Edit	Associate Editor	Framingham, MA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
DG/CSG	Edit	Copy Editors (2)	Framingham, MA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Edit	Editorial Assistant	Framingham, MA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Edit	Senior Editor	Flexible	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Finance	Financial Coordinator	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Mktg	Marketing Coordinator	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668

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BU	Category	Title	Location	Contact	Phone	Fax
IDG/CSG	Mktg	Marketing Director	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Prod	Production Manager	Framingham, MA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Sales	Account Executives	various	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Sales	Sales Associates	various	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Systems	IS Manager	Framingham, MA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Systems	Network Specialist	Framingham, MA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/Rsch	Rsch	Research Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG/Rsch	Rsch	Research Assistant (P/T)	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG/Rsch	Rsch	Research Associate, Competitive Analysis	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDG/WE	Admin	Executive Assistant	Boston, MA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IFW	Admin	Receptionist	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Assistant News Editor	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Copy Editor	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Freelance Copy Editor	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Edit	News Reporter	Washington, DC	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Webmaster	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	On-Line	General Manager, Product Champion, Electric	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW	Sales	Sales Associate (2)	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Sales Representative	Flexible	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Systems	IS Director	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Systems	PC Support Specialist	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Testing	Analyst - Application Development	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Testing	Comparisons Editor	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Testing	Enterprise Analysts (2)	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Testing	Network Analyst	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IMS	Ad Sales	Ad Traffic Coordinator	San Francisco, CA	J. Hourston	P:	F: 415-705-6421
IMS	Mktg	Vice President of Marketing	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IMS	On-Line	HTML Production - Contract Position	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	On-Line	Web Designer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Sales	Director of International Accounts/East	Framingham, MA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Sales	Director, National Accounts	Stamford, CT	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Sales	National Sales Director, International	EC or WC	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Systems	IS Support Specialist	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS/EMEA	Rsch	Director, Consulting Services	Staines, England	J. Meers	P: 011-44-1784-210-210	F: 011-44-1784-210-200
IMS/EMEA	Sales	On-Line Sales Executive	Staines, England	P. Shalet	P: 011-44-1784-210-210	F: 011-44-1784-210-200
INW	Admin	Assistant to the President/CEO	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
INW	Exec	VP of Sales and Marketing	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IPS	Systems	Lotus Notes Developer	Boston, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IPS	Systems	Network Services Administrator	Boston, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
MHA	Expo	MHA Event Show Manager	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
MHA	Expo	Trade Show Director - ComNet	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
MHA	Sales	Account Manager	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
NW	Ad Sales	Account Manager	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Edit	Associate Features Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Copy Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Features Assistant, part-time	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Freelance Copy Editors	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Fusion	Web Database Analyst	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	online edit	Online Researcher/Production Assistant	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	online edit	Online Writer	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	Account Executive	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	District Sales Manager	Santa Clara, CA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	Sales Assistant	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Sales Assistant	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Systems	Manager of Groupware Technology	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Systems	Manager, Desktop Services	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
PC Games	Circ	Customer Service Coordinator, PT	San Mateo, CA	T. Negishi	P: 415-286-2561	F: 415-349-5279
PC Games	On-Line	Online Promotion Coordinator, PT	San Mateo, CA	S. Rodrigues	P: 415-286-2514	F: 415-349-5279
PCW	Ad Sales	Account Managers (2), Telemarketing	San Francisco, CA	J. Edman	P: 415-978-3250	F: 415-442-1891
PCW	Edit	Associate Editors	San Francisco, CA	C. Thornton	P: 415-974-7475	F: 415-442-1891
PCW	Edit	Sr. Associate Editor	San Francisco, CA	C. Thorton	P: 415-974-7475	F: 415-442-1891
PCW	On-Line	Interactive Customer Service Manager	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-442-1891
PCW	On-Line	System Administrator	San Francisco, CA	N. Miller	P: 415-974-7338	F: 415-442-1891
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Testing	Test Manager	San Francisco, CA	J. Milenbach	P: 415-267-1790	F: 415-546-1673
PCW - Hong Kon	Edit	Editor	Hong Kong	M. de Almeida	P: 011-852-2861-3238	F: 011-852-2861-0953
PCW OSG	Sales	Eastern Advertising Sales Director	San Francisco, CA	T. Gewecke	P: 415-978-3153	F: 415-974-7316
PCW/WEB Maga	Sales	Eastern Account Manager	New York, NY	R. Meagher	P: 201-645-9487	F: 201-645-9486
PCW/WEB Maga	Sales	Sales Associate	Newark, NJ	R. Meagher	P: 201-645-9487	F: 201-645-9486
PCW/WEB Maga	Sales	Western Ad Director	San Francisco, CA	G. Mason	P: 415-978-3329	F: 415-974-7316
Publish	Art/Design	Art Director	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
Publish	On-Line	Web Developer	San Francisco, CA	E. Cormier	P: 508-935-4605	F: 508-935-4600
Publish	Sales	Account Manager	Chicago, IL	S. Brown	P: 508-935-4099	F: 508-935-4600
Web	Sales	Account Executive	San Francisco, CA	C. McMullen	P: 415-267-4527	F: 415-267-4570
Web Shopper	Art/Design	Designer	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
Web Shopper	Sales	Account Representative (2 positions)	San Francisco, CA	D. Templin	P: 415-267-4508	F: 415-442-1891

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY SIX YEARS
Eileen O'Brien - IDC

SEVENTEEN YEARS
Esther Almada Ramirez - IDG Mexico

ELEVEN YEARS
Gregory Boren - InfoWorld

TEN YEARS
Kevin Greene - Publish
So-Fong Yip - Macworld

NINE YEARS
Nancy Sheehan - IDG
Michael Malone - IDG

EIGHT YEARS
Bradley Christenson - IDC
Eric Cormier - IDG

SEVEN YEARS
Roar Nerdal - IDG Norway
Mitchell Hayes - Computerworld
Lynda Rosenthal - CIO
Margo Dunn - FCW

SIX YEARS
Ann Roskey - Network World
Joanne Wittren - Network World
Nancy Newkirk - IDG

FIVE YEARS
James Farley - IDC

FOUR YEARS
Renee Stephens - InfoWorld
Pearl Chan - PC World
Cheryl Stephenson - PC World
Joyce Clarke - PC World
Douglas Mashkuri - FCW
D.J. Marsh - IDG Books
Leta Fisher - IDG Books

THREE YEARS
Erol Karaagac - IDG Turkey
Richard McCarthy - PC World

TWO YEARS
Tammy McGhee - IDC
Leigh Blumstein - IDC LINK
Brad Baldwin - IDC
Michael McPhee - CIO
Gail LoCascio - IDG Books
Allan Toppins - IDG Books
Jesper Danscher - IDG Denmark

ONE YEAR
Michael Cousins - IDC/LINK
Pamela Kerensky - Network World
Sharon Schwabel - Network World
Alison Fennings-Wetherall - PC World
Nicholas Burke - Computerworld
Douglas Bothwell - Computerworld
Andrew Hub - IMS
Scott Petersen - Macworld
Anne Friedman - IDG Books
Steven Hayes - IDG Books
Michael Sullivan - IDG Books
Frank Ruiz - IDG Books
Mike Cranna - IDC U.K.

Last Call for Entries for IDG's 14th Annual Employee Photo Calendar Contest

Only three more weeks remain to enter the 14th annual International Photo Calendar Contest.

Here's all you have to do:
Send up to two color or black-and-white prints or 35mm slides labeled with your name, business unit and address, telephone and fax numbers and a photo title to: World Update, 31 Milk Street, Suite 210, Boston, MA 02109, U.S.A. All photos will be returned. Any questions, please contact Penny Winn (penny_winn@idg.com) or Patricia Smith (patricia_smith@idg.com).

Entries must be received by Monday, Sept. 15.

First Prize: $250.00 Second Prize: $150.00
Third Prize: $100.00

MACWOLD EXPO/SINGAPORE
continued from page 1

mounted an extensive publicity and marketing program to promote the show and attracted a large percentage of visitors from Malaysia and Indonesi,a as well as Thailand, Australia, China, Hong Kong, India, Japan, Pakistan, the Philippines and other corners of the world.

"We have come a long way to put this event together," said IDG World Expo/Asia Vice President **Gary Fung**.

The opening ceremony featured speeches by Steve Vamos, vice president and managing director of Apple Asia Pacific and Alan Bell, software marketing manager of Apple Asia Pacific.

Besides the regular exhibition area, the event included activity areas for throngs of youngsters who participated in the Best Web Page Design Contest, Cyber Quiz and the Great Marathon Infinity Tournament.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Maridee Ennis will have her choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pens.

HONORABLE MENTIONS:

"Tell the boss that I'm still getting a busy signal from AOL."
- Keith Shaw
Computerworld

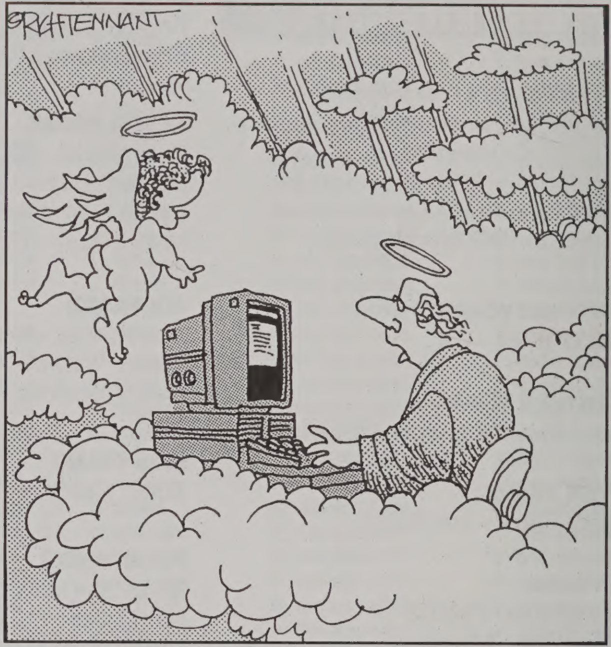
"I've been brought in to set up your Local Angel Network."
- Simon Salamon
IDC/LINK

"The latest figures are in. Windows 95 is officially the most effective form of Hell on Earth."
- Dan Amrich
GamePro

"And you tell Bill I don't care how much money he gave the church. I'm not letting the man responsible for the 8.3 filename limitation up here!"
- Mark Cappel
NetscapeWorld

"No...I'm sorry. WordPerfect 2.0 isn't compatible with MS-DOS 2.0." A Microsoft Support Angel finally returns *that* call.
- Andrew Orlowski
PC Advisor

"Be an angel and save this file, please."
- Kirsten Ludvigsen
IDC Scandinavia



"It's from Lucifer. He said he's had a helluva time getting through his own firewall!"
- Maridee Ennis
IDG Books

Rich Tennant's original caption:

"Tell the boss he's got more flame mail from you-know-who."

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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WHERE'S PAT? FIND HIM, AND YOU COULD WIN A PDA!
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Contest
Click for a question
IDG CENTRAL

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

PC World Zimbabwe Makes Splash

When Microsoft Chairman Bill Gates traveled to Johannesburg, South Africa, in March to brief the region's IT professionals on his company's aggressive plans for the continent, he inadvertently helped set the wheels in motion for the recent launch of *PC World Zimbabwe*.

Among the attendees at the meeting were **Harry Hare**, general manager of IDG's Kenyan partner, Upstart Ltd., publisher of *PC World East Africa*, and **Mark Angus**, publisher and editor of *IT News Zimbabwe*. The two met and a discussion of Upstart's relationship with IDG ensued. Angus then contacted IDG International Publishing Services in Boston to inquire further about the possibility of establishing a similar licensee relationship with his company. Three months later, *IT News Zimbabwe* was relaunched as *PC World Zimbabwe*.

PCW Zimbabwe, one of two computer publications in the market (the other a newspaper called *Computer News*), serves a growing corporate market that currently boasts an installed base of approximately 100,000 PCs (not inclusive of clones), a number that is increasing by at least 5,000 units per year. Some 200 IT companies operate in Zimbabwe and all the major international brands, including IBM, DEC, Dell, Micron, Gateway, Compaq, Sun and Acer, are available.

The publication has a monthly circulation of approximately 25,000. It is primarily distributed via newsstands, book shops and computer retail stores, although the number of subscribers is growing and, according to Angus, should reach 1,000 by year end.

A launch event held in late July was a great success and attracted top executives from most local IT companies as well as numerous representatives from local advertising agencies. The following week, *PC World Zimbabwe* was released to the public at the country's annual computer expo, IT Africa '97, where almost 2,000 copies of the launch issue were sold. Since then, new subscription orders have been pouring in on a daily basis, Angus said.

"The market reaction to the relaunch has been tremendous," Angus said. The publication has always had strong support from the industry, but now, as *PC World Zimbabwe*, our credibility and status has further improved. The IT industry knows that we are publishing more authoritative editorial and conducting more investigative journalism." Local companies have increased their advertising with the publication and five

MARK ANGUS (LEFT) PUBLISHER AND *editor of PCW Zimbabwe, and* ***Rick Zins,*** *advertising director.*

• CONTINUED PAGE 2 •

Why Are These People Smiling?

(see page 2!)

PC World's circulation department gathers behind the PCW banner. Standing, left to right: ***Shama Ali, Mike Hill, Lisa Radler, David Cobb, Shire Weisbach, Rene Monday, Daniella Zucker, Rich McCarthy, Judy Apostol.*** *Sitting, left to right:* ***Ellen DiMatteo, Cheryl Stephenson, Shawne Burke Pecar, Ann Dempsey.***

IN BRIEF

PC World Circulation Gains Give Staff Something to Smile About

According to the ABC Fas-Fax Report for the six-month period ended June 30, *PC World* outperformed its competition across the board, posting the largest increase in net paid circulation units, the highest bonus over rate base and the strongest newsstand growth among personal computer magazines for which comparative data was filed.

The report found *PC World*'s net paid circulation increased substantially more than other competitive titles.

	Avg. Total Paid Circ. (6 mths. ended 6/30/97)	Avg. Total Paid Circ. (6 mths. ended 6/30/96)	Net Change Paid Circ.
PC World	1,143,710	1,031,147	112,563
PC Magazine	1,153,952	1,107,774	46,178
PC/Computing	1,006,285	1,004,344	1,941
Windows	804,693	706,712	97,981
Windows Sources	402,184	404,608	(2,424)

By an enormous margin, *PC World* also delivered the largest bonus over rate base of all measured personal computer magazines.

	Rate Base	Avg. Total Paid Circ. (6 mths. ended 6/30/97)	Rate Base Bonus
PC World	1,101,000	1,143,710	42,710
PC Magazine	1,150,000	1,153,952	3,952
PC/Computing	1,000,000	1,006,285	6,285
Windows	800,000	804,693	4,693
Windows Sources	400,000	402,184	2,184

PC World's newsstand circulation grew by 13.7% — the highest percent increase of any ABC-measured computer magazine — and surpassed its core competitors in total single-copy sales.

	Cover Price	Avg. Single Copy Sales (6 mths. ended 6/30/97)	Avg. Single Copy Sales (6 mths. ended 6/30/96)	% Change
PC World	$5.95	168,460	148,126	13.7%
PC Magazine	$3.99	156,546	162,464	(3.6%)
PC/Computing	$4.99	155,775	156,153	(0.2%)
Windows	$3.99	119,527	134,747	(11.3%)
Windows Sources	$2.99	85,733	87,322	(1.8%)

"We have always believed that the best way to grow circulation is by providing an editorial product of the highest quality," said **Richard Marino**, president and CEO of PC World Communications. "Our exceptional circulation growth — both subscriber and single copy — shows that readers value *PC World*'s editorial so highly that they'll pay a premium to get it." *PC World*'s cover price of $5.95 is the highest of any measured personal computer magazine.

In 1997 alone, *PC World* has won more editorial accolades than all other publications in its category, including three awards from the American Society of Business Press Editors, four Maggie Awards and a Jesse H. Neal Award . 🖳

Macworld France Launches Country's First Mac Web Site

Be
Sonic Youth

THE MACWORLD FRANCE TEAM (FROM LEFT): JEAN-LUC Chekroun, *senior editor;* **Serge Leblal**, *editor;* **Valery Marchive**, *contributing editor and Macworld Online Webmaster;* **Felix Marciano**, *deputy editor in chief;* **Christophe Bardy**, *senior editor;* **Jean-Philippe Dubrun**, *editor-in-chief;* **Reynald Flechaux**, *senior editor.*

Macworld France, which celebrates its one-year anniversary on Sept. 15, will mark the date by launching the country's first Mac-oriented Web site (http://www.macworld-fr.com).

The site's mission is to provide the French Macintosh community with accurate daily news as well as other resources including an archive of back issues, a Best of the Web section (*Macworld* editors' recommendations for most useful and interesting Mac sites throughout the world), and a listing of local Macintosh distributors and resellers. Advertising rates on the site range from $200 per month up to $1,000 per month.

Macworld France, which replaced *Golden* last September, is now the No. 2 Mac publication in France. Some 40% of its readers are connected to the Internet — an impressive figure by local standards, which, according to a recent report by market research company Demoscopie, puts the total number of French citizens connected to the Internet at fewer than1%.

For more information, contact: Macworld Senior Editor ***Christophe Bardy*** *via e-mail: bardy@macworld-fr.com.* 🖳

PCW ZIMBABWE

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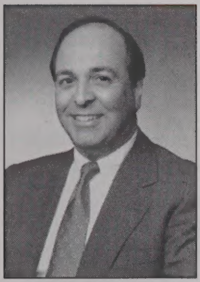
new advertising contracts have been signed, Angus said.

"Since the IT Africa expo, we have also had more support from many of the companies that exhibited there. At least seven companies from the region have expressed interest in advertising with us," said Angus.

PCW Zimbabwe also maintains a Web site: http://www1.samara.co/zw/pcworld. 🖳

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q What companies other than IDG do you admire in terms of management strategy and implementation?

A I have always admired Warren Buffett and Berkshire Hathaway. I appreciate the fact that Buffett executes long-term strategies, understands the importance of brands and believes in a decentralized business structure across a diverse portfolio of companies. Finally, I admire the value he places on performance, for his shareholders. The one unifying aspect of most of the companies that Berkshire owns is that they have a dominant market position in their industry. An example of this would be the *Buffalo News*. On the investment front he also follows these guidelines, as is evidenced by his positions in both the *Washington Post* and Coca-Cola.

I believe that IDG has many of the characteristics that Warren Buffett finds attractive!

It seems like most of our new U.S. operations are on the West Coast and that we now may well now have a majority of IDG employees in California. How many employees does IDG have on each coast in the U.S., and is there any chance that our corporate headquarters might one day move to the West Coast?

Once the new launches are fully staffed, there will be a slight majority of our U.S. employees on the West Coast. One of our new launches, for the channel, will have major operational components in both San Mateo, Calif., and Framingham, Mass. In reality, though, IDG is a global company and the majority of our employees live and work outside of the U.S. Perhaps, we should move the Corporate Support Center to Munich and then rotate its location on an annual basis! In today's global economy it is more important that we have business units that are located close to their customers and that the business units have easy access, through technology, to the CSC. Most of the members of the Executive Committee have heavy travel schedules and our "offices" are often the next location where we can get our e-mails and be responsive to our business units!

What educational background do you recommend for young people thinking of entering our industry, and what continuing education for existing staff?

The right educational background for a young person looking to join IDG is determined by their own area of interest. For example, many of our editors have a degree in journalism or English. Others, though, come to us with technical degrees and have the curiosity that leads them into IT journalism. If someone is interested in a career in sales or marketing, most often they come to us with a business administration degree and have a marketing major.

In my estimation our most successful employees, though, have a strong interest in our business of providing "information about information technology" and a desire to grow, learn and make continuous progress. Their academic background gives them a strong foundation, upon which they are able to build over the course of their career.

IDG encourages employees to take continuing education courses in their specific area of expertise. Learning is a lifelong process, and we are committed to working with all of our employees worldwide to help them further their careers. This commitment is supported by our corporate education programs which are run by [IDG VP Corporate Human Resources Tom Mathews and his team. The Publishing Institutes that they produce are unique in our industry and contribute to our leadership position around the world.

If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

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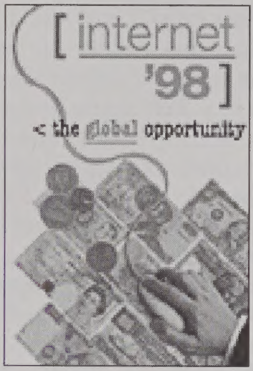
Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

IDC's Internet '98 Conference Features Global Team of Analysts

No one who attends IDC's upcoming Internet conference will soon forget that the "I" in IDC stands for "international." "Internet '98: The Global Opportunity" will deliver the essential research information that vendors need to know to pursue opportunities for Internet and intranet/extranet usage in markets around the world.

The conference, to be held at the Hyatt Regency/San Francisco Airport on Oct. 1, showcases IDC's global team of Internet analysts. One session, moderated by **Gigi Wang**, senior vice president/Communications Industry Research, features **Ted Julian**, research manager, IDC Internet Program; **Carsten Hejndorf**, senior analyst, IDC European Internet Expertise Center in Copenhagen; **Pete Hichen**, senior analyst, Asia/Pacific Internet Program; **Annika Alford**, analyst, IDC Latin America and **Joe Greene**, senior consultant, IDC Canada.



IDC staff will lead five other sessions of broad interest and in-depth discussions pertaining to three markets: software, Internet service providers and Internet applications.

"IDC has the most comprehensive worldwide Internet coverage of any market research firm," said IDC Senior Vice President **John Gantz**, who is chairing the conference. "The analysis we do is based on more than 40,000 primary research interviews in 17 countries and on IDC's vaunted supply-side forecasts for personal computers, network computers, modems and other technologies. This gives us the opportunity to conduct an event that no other company can duplicate."

One highlight of the event will be the lead user panel. Representatives from Citibank and other companies with leading-edge Internet sites will discuss leveraging the latest technology and attracting international buyers and users.

Internet '98 is IDC's first for-pay Internet conference. The fee is $495 for IDC clients, $550 for attendees who register by Sept. 15, and $650 thereafter IDG employees are entitled to a special rate of $200.

The conference is sponsored by Network World, and it is being promoted by IDG through the IDG.com Website and mailings to IDG Marketing Services clients.

For more information, contact IDC Group Marketing Manager Beth Freedman at 508-935-4764 or bfreedman @idcresearch.com.

DID YOU KNOW?

The number of devices accessing the Web will grow from 32 million worldwide at the end of last year to more than 300 million by year end 2001.

The number of users associated with those devices will grow from 28 million at year end 1996 to 175 million at year end 2001. The ratio of devices to users changes through time as more Internet-enabling devices enter the home (extra PCs, video games, NetTVs, etc.) and business (network computers).

Growth of users and devices in non-U.S. regions will be even more dramatic than growth within the U.S. as the U.S. percentage of total Web users drops from 65% one year ago to 54% in December 2001.

The percentage of users buying goods and services on the Web will grow modestly from 25% in December 1996 to 39% in December 2001.

(Source: IDC's Global Market Forecast for Internet Usage and Commerce (report #13855).)

EPI Participants Glean Publishing Expertise

Employees nominated by their business unit managers gained a better understanding of the operations management of publishing functions at the 1997 European Publishing Institute, held June 18-20 in Milan.

The EPI class of '97 consisted of ***Andreas Borchert****, Macwelt Germany;* ***Malgorzata Brudniak****, IDG Poland;* ***Claudio Ceriani****, IDG Italy;* ***Diana Chatwin****, IMS/EMEA;* ***Giulio Ferrari****, IDG Italy;* ***Simone Fiedler****, Computerwoche (Germany);* ***Mark Foster****, PC Advisor (U.K.);* ***Bjorn Harlington****, International Controller's Office (U.K.);* ***Jaroslav Hrouda****, IDG Czechoslovakia;* ***Adrian Jones****, IMS/EMEA;* ***Lotta Kempe****, IDG Sweden;* ***Josef Kreitmair****, IDG Magazines (Germany);* ***Ursula Nadador****, IDG Spain;* ***Michal Pospisil****, PCW Czechoslovakia;* ***Samantha Ritchie****, IDG Media (U.K.);* ***Sergio Rizzi****, CW Italia;* ***Annike Rystrom****, IDG Sweden;* ***Yolanda Scott****, IDG Spain;* ***Sarah Speake****, IMS/EMEA;* ***Mario Toffoletti****, IDG Italy;* ***Hakan Unal****, IDG Turkey;* ***Arne Uppheim****, IDG Norway;* ***Vladimir Vladkov****, IDG Technika (Bulgaria);* ***Ute Zirus****, Computerwoche (Germany).*

Job Opportunities
Monday, September 1, 1997

Vice President, Information Technology (IDC)

International Data Corporation seeks an experienced IT professional to work closely with management in aligning business objectives with IT strategy. Specific responsibilities include management of all information system functional areas (including applications development, customer and help desk services, systems and communications services, and technical education), development of a strategic technology plan that supports business objectives, and central coordination of a worldwide communications infrastructure for a highly decentralized set of worldwide offices. Individual must have a minimum of 7 years' experience with IS (including experience managing a staff and budget) and excellent communication skills. Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

Director of National Accounts (IMS)

Seasoned and experienced senior sales and marketing executive wanted to become part of International Marketing Services' professional sales organization. Extensive advertising/marketing sales experience required. Candidate will interact with major industry customers to drive advertising revenue into IDG Publications and negotiate corporate contracts. Location: San Francisco, CA
Contact: Bernie Theobald, Fax: 415-705-6421, Phone: 415-676-3008, Email: bernie_theobald@idg.com

Editorial Assistant (CIO)

You will provide day-to-day administrative and operational support in our busy 40 person editorial department. This position requires a person with publishing and administrative background. Ideal candidates will be computer literate on Macintosh platform with knowledge of MS-Word and Filemaker. Excellent telephone, project management and customer service skills are necessary. Prior administrative experience in a fast paced environment is a must. Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

MarCom Specialist (CIO)

CIO's team-based marketing department is looking for a self-starter to assist the marketing communications manager in the creation of advertising and direct mail campaigns, media kits, on-line content, presentations, data sheets and sales collateral. Excellent writing, creative and communication skills are a must. The position requires 1 -3 years of experience, computer literacy in Word, Powerpoint and FileMaker Pro, and the ability to maintain a sense of humor while juggling many projects. Knowledge of graphic design/pre-press/printing a plus. The position includes some administrative and database maintenance duties. Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Senior Web Developer (CW)

The Senior Developer must have experience in LotusScript development, including Agents and Text Search tools, along with typical web development tools such as CGI, Perl, Server-Side Include, and database administration. Advanced knowledge of cookies, Cold Fusion, WebSite Pro and other server technologies is highly desirable. This is a great opportunity to work in a leading-edge environment and to build the Universal Editorial Management System of the future. The Senior Web Developer will work with Editorial Systems staff, other Notes Developers, and Graphics and Production staffers to define, design, plan, implement, test, and manage key web solutions. Location: Framingham, MA
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Account Executive (CW)

The successful Account Executive will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individual in this position will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should have a minimum of 2 years selling, strong project management skills, as well as strong presentation/computer skills. Location: Dallas, TX
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Editor (CW Singapore)

The individual in this position will be responsible for the overall editorial content and strategic editorial direction of Computerworld Singapore. The ideal candidate will be a dynamic, experienced editorial professional with at least 7-10 years of editorial experience and a proven track record in management, preferably within the IT industry. Knowledge of Singapore and its regional market preferred.
Location: Singapore Contact: J. Tan, Fax: 653457097, Phone: 653458383, Email: john_tan@idg.com

Telecommunications Manager (CW)

As part of the integrated Information Technology group at Computerworld, you will be responsible for providing support for all voice and data communications to users nationwide. Proficiency in ROLM 9005 and ROLM 8000 administration and diagnostics including ACD design and administration as well as Phonemail required. Knowledge of local loop and long distance tariffs and custom software defined networks, common carriers and alternative carriers is necessary. Cable plan knowledge and ability to physically make changes as well as knowledge of Local Exchange Company practices required. Knowledge of Trunking analog/digital, T-1s and familiarity with CSU/DSU and Channel banks and familiarity with Video conferencing technology and hardware also required. In addition, a knowledge of telecommuting, ISDN, cable modems, and remote communications is desirable.

This is an excellent opportunity to learn about the integration of telecomm and datacomm in a fast-paced environment. If you are a superior telecommunications manager with an interest in learning more about data communications, you will find this job extremely challenging and rewarding. Location: Framingham
Contact: C. Chupka, Fax: 508-879-3760, Phone: 508-820-8162, Email: Christine_Chupka@cw.com

Events Manager (FCW)

FCW is seeking an experienced, business-oriented Events Manager to plan, organize and manage the operations of both established and new events. The Events Manager's mission will be to help FCW's events business mature as the most valued conference and seminar resource for government information technology professionals. You will have responsibility for direction and execution of all aspects of operational event management and site selections. You will act as a main liaison to marketing department in order to produce a successful event as well as be responsible for managing and monitoring the revenue goals as well as the expense budget. Must be able self-motivated with the ability to successfully meet multiple deadlines and changing priorities. Attention to detail, excellent communication and negotiating skills required. Must have 3-5 years event coordination/management experience. Specific experience with government information technology events is a plus. Location: Falls Church, VA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Consulting Manager, Communications Consulting (IDC)

As Consulting Manager in the Communications Consulting Practice, you will work with clients to help define their custom research requirements and the methodologies most appropriate for obtaining the data they need to make strategic and tactical decisions. You will work with IDC sales to identify opportunities and close consulting business to include developing projects scope of work, budget and designing deliverables. Your responsibilities will include all aspects of managing research projects from coordinating focus groups, executive interviews and surveys to managing the analyst team. You must enjoy the challenge of providing insight into data analysis and have the ability to edit final reports and presentations. Location: TBD
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: -NA-

Research Analyst, Local Area Networks (IDC)

This individual will contribute to IDC's LAN research team. Technologies followed will include ethernet, 100Base T, and ATM, Experience in computer networking markets and technologies is a plus. The candidate should have strong analytical skills, research and writing experience and the ability to handle client inquiries. B.A./B.S. and 1 - 2 years industry experience required. Location: Framingham, MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Executive Assistant (IDG)

The individual in this position will work closely with the VP of Technology. Candidate will be responsible for managing calendar, appointments, receiving and screening phone calls, handling mail, arranging and assisting n events and special functions; following-up on research, writing and speaking projects; making travel arrangements and handling expense reports. Qualified candidate will have a combination of administrative support experience, excellent written and verbal communication skills and the ability to manage multiple tasks. Candidate must be able to work independently and take strong initiative in project/event management. Experience with media/PR strongly desired. Excellent computer skills, especially knowledge and comfort level with Notes Email. Location: Boston, MA
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Editorial Assistant (IDG News Service)
The successful candidate will be responsible for a wide range of editorial and administrative functions that support IDG's worldwide, real-time electronic news service. This entry-level position reports directly to the Editor in Chief and offers exposure to all facets of News Service's global operation, with eleven news bureaus in eight countries. Specific duties will include retrieving copy form IDG publications worldwide; organizing and maintaining News Service databases and library resources; basic research (with heavy emphasis on the Worldwide Web and other electronic media); event planning and organization; copy editing; and spot news reporting and writing. Journalism training and/or some professional experience is preferred, as is experience with or interest in computers and electronic publishing. Foreign language skills are also a big plus. Location: Boston, MA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

Editorial Assistant (IFW)
The Editorial Assistant (EA) reports to the Executive Managing Editor (EME). The EA's primary role is in an administrative capacity. He/she handles phone messages, mail, and scheduling for both the EME, as well as some data entry. In addition, the EA will schedule and take minutes at meetings where supervisor preside. The EA should have a college degree, a year of administrative experience, and experience or interest in journalism. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

HR Administrator (IFW)
InfoWorld Publishing company is seeking a strong administrative/support person to work as the central liaison for the 5 person HR department. Works closely with the HR staff on all administrative facets of HR including: recruiting, benefits, salary administration, employee relations and reward programs. Strong administrative and organizational skills required with ability to multi-task daily, computer skills including M/S Word, Excel and Powerpoint, excellent interpersonal skills and focused customer services skills are required. 3-5 years administrative/support experience required with HR background helpful. This position runs the IDG Training program coordination. Location: San Mateo, CA
Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

Copy Chief (NW)
Network World is seeking a Copy Chief to join our Copy Desk. The copy chief will oversee the day-to-day work flow of the magazine, ensuring that pages get produced and are transmitted to the printer on deadline. Position requires extensive experience in daily/weekly environment with 4 to 6 years copy editing/layout experience and 1 to 2 years of supervisory experience. Experience with AP style and knowledge of Quark XPress essential. Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Copy Editor (NW)
NW is looking for a copy editor with page production/layout skills to join our copy desk team. Responsibilities include editing, proofreading, writing headlines and aiding in chart production. Knowledge of AP style essential. 1- 2 years experience, BA degree in Journalism or related field preferred. Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Graphic Designer (NW)
Our energetic and award winning art department is looking for a talented graphic designer with 1-3 years of experience in print publishing to round out our team. Must be proficient in Freehand, Quark and Photoshop. Must have strong typography and layout skills. Illustration skills a big plus. Should be positive, well-organized and accustomed to weekly/daily deadlines. Must work well with minimum supervision. Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Testing Lab Assistant - Part Time (NW)
NW is looking for a part-time Assistant to help out in our testing and reviews area. Working at approximately 10-15 hours/week, this person will be responsible for logging incoming servers for review, shipping out hardware, setting us aervers and preparing them for testing. This individual will also communicate with vendors, handle contracts and invoices and coordinate other projects. Previous experience with computer labs preferred. Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Information Specialist (NW)
Network World currently has an opportunity for an Information Specialist to participate into the technology development of our registered Web site, Network World Fusion (http://www.nwfusion.com). Growing rapidly, Network World Fusion is the most comprehensive service for Network IS professionals on the Web. Reporting to the Web Technology Manager, you'll work as part of a team collaborating with all areas of the company and interacting with advertisers and third party vendors. Responsibilities include managing various flows of data: data manipulation, databases synchronization, reports generations, filtering, SQL queries, Web site traffic analysis and administering some mailing lists. Attention to detail is necessary. Experience with advanced technology (Sun Microsystems, Oracle, Fourth Dimension, etc..) is preferred. Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

On-Line Circulation Manager (PCW/Online)
The Circulation Manager will be responsible for developing and managing multiple sources of site traffic circulation including the development of section based audience building strategies; creating a monitoring and reporting system to project and track monthly circulation requirements as they relate to specific ad campaigns and forecasts; developing promotion, conversion and retention strategies for paid subscriptions areas, and working to increase subscriptions revenue through per user or microtransaction fees. The ideal candidate will have 7 years paid circulation experience, and will have worked in an on-line marketing environment for a minimum of five months. Location: San Francisco, CA
Contact: N. McLaughlin, Fax: 415-442-1891, Phone: 415-978-3109, Email: noel_mclaughlin@pcworld.com

Northeastern Advertising Director (PCW/WEB Magazine)
Management of advertising sales with an emphasis on revenue generation for the northeastern territory. Must have superior sales management experience, ability to motivate and provide ongoing direction and training to two (2) sales staff. Must have client contacts and a proven track record. Experience in selling ad space for a consumer and/or technology publication. Excellent written and verbal communication skills required. Location: New York, NY
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Account Executive (Web)
WPI is seeking an experienced, results-oriented Account Executive to sell on-line/web advertising for NC World. You will be responsible for an assigned territory and will prospect and cultivate new clients, maintain databases, confirm and close ad spaces, etc. In addition, you will also be responsible for Advertisers receiving accurate sales rates, deadlines, information on circulation/distribution, publication readership and ad results. Three years of advertising and/or interactive media sales experience required and general familiarity with the Internet, computer marketplace and publishing processes. Individual must have strong negotiation and communication skills and like to work in a fast-paced entrepreneurial environment. Location: San Francisco, CA
Contact: C. McMullen, Fax: 415-267-4570, Phone: 415-267-4527, Email: Colette@wpi.com

Places to find a complete listing of job opportunities across IDG:

1. Lotus Notes - Job Opportunities Database
2. IDG Central - http://idgcentral.com
3. IDG Web Site - http://www.idg.com
4. Job Hotline - East Coast: 508-935-4406 West Coast: 418-978-3100
5. The World Update on the last Monday of every month

Volume 2, Number 8

Sept. 1, 1997

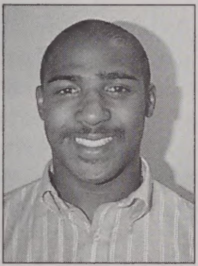
IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

Students Make INROADS at IDG

While many college students are getting ready to return to school after a summer off, five Bay Area students are cleaning out their desks at IDG after completing summer internships.

This is the sixth summer IDG has participated in INROADS, a program that gives talented minority students business experience by working at sponsoring companies that hire and train the interns. INROADS students must be academic achievers and show leadership skills.


SCHINE

Lloyd Schine, a senior at Saint Mary's College, is completing his second summer at Infotainment World's Central Services group, where he worked mainly in accounting department. He also worked in *GamePro*'s marketing department.

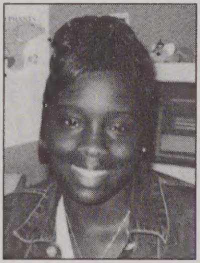
Spelman College junior **Claudia Jenkins** spent her first summer as an intern at IDG Books in Foster City, Calif., working in both the editorial and on-line departments, focusing on copy editing and marketing and database projects, respectively.

QUIROGA

University of California/Berkeley sophomore **Elsa Quiroga** was a first-year INROADS intern at *Macworld*'s online department where she coordinated and tracked ad sales reports and focused on online competitive analysis.

PENA

First-year intern **Rosalinda Pena** worked in *InfoWorld*'s research department this summer, learning research methodologies and how to conduct and complete basic syndicated research reports and will now return to UC Santa Cruz as a junior.


BAILES

California State University/Hayward student **Jaliza Yvonna Bailes** also spent her first summer internship at *InfoWorld*, providing the sales department with weekly updates of IW's competitive publications for the region, researching sales presentations and helping plan events.

"It's been a good learning experience," Bailes said. "I've taken some computer classes at my college, but I didn't know too much about the publishing industry before I started. Everyone here has been really helpful. I've enjoyed it a lot."

Interns who return to their sponsoring companies usually work in a different department each summer to get exposure to a variety of aspects of business. The summer internships are just part of the students' work in the INROADS program, which also involves community service and training workshops during the school year and continues through

• CONTINUED PAGE 3 •

Outstanding IDC Employees Honored

Four IDC staff members recently received IDC Excellence Awards for the third quarter of FY97. IDC's U.S. employees nominate colleagues, and winners are chosen by a five-member committee. Excerpts from the winners' nominations appear below.

BUSINESS DEVELOPMENT

GOMES

Senior Analyst **Mark Gomes**' efforts on the Investment Research Service for Investment Decision Makers has resulted in new business development in a market in which IDC had historically low penetration. Through prospect development, planning, writing high-quality deliverables and educating the sales force on how to sell the product, Mark singlehandedly generated $100,000 in annual revenue in the span of just a few months.

QUALITY

SILVA

Since joining IDC in 1994, Senior Analyst **Esmeralda Silva** has continually produced leading-edge, high-quality reserach on local-area networks. She is recognized throughout the industry as a leading analyst and is regularly quoted in the press. Esmeralda's thoroughness and responsiveness has resulted in

• CONTINUED PAGE 3 •

TRAVEL UPDATE

Westin Hotels Teams with Delta Airlines in Frequent Stay Program

Westin Hotels teamed with Delta Airlines as Westin's eleventh airline partner, now allowing guests to earn Delta Skymiles for stays at Westin hotels worldwide, offering 500 Delta skymiles for each qualified stay. Along with airline miles, members of Westin Premier, Westin's frequent-guest program, earn 1,000 award points per night. Accrued award points can be redeemed for accomodations at Westin Hotels and resorts worldwide.

Delta's program joins Westin's current program allowing for mileage earnings on Air Canada, Alaska Airlines, American Airlines, American West, Asian Airlines, Japan Airlines, Northwest, United Airlines, US Airways and Virgin Atlantic.

The New Ticket Tax

The airline ticket tax debate has finally come to an end, with the U.S. House-Senate compromise combining a gradual drop in the percentage of the ticket tax with a per-flight-segment fee with the actual tax/fee depending on the ticket price and the number of times an aircraft lands before arriving at its final destination.

Effective October 1, the new ticket tax plan will gradually be phased in over the next five years and consist of the following:

- Reducing the 10% tax to 7.5% over three years, beginning at 9% on October 1, dropping to 8% on October 1, 1998, and dropping to 7.5% on Ocotber 1, 1999.
- Adds a per-flight-segment fee of $1.00 the first year that will rise to $2.00 the second year and $2.25 the third year, increasing in increments of 25 cents until it hits $3.00 in 2002.
- Doubles the international departure fee from $6.00 to $12.00, and adds a $12.00 international arrival fee.

Continental Airlines Offers Discount Coupons to IDG Travelers

In an effort to partner with IDG, Continental Airlines is offering discount coupons extending up to $100 off domestic fares within the 50 United States or from the 50 United States to Canada, Mexico, South America, or the Caribbean.

In addition, Continental is offering up to $150 off fares from the 50 United States to Europe. Rules and restrictions do apply to these discount coupons, so please contact IDG Corporate Travel for more information.

In addition, Continental has extended a 1,000 mile bonus cheque for flights between Boston and Newark, limited to six bonus cheques per one-pass member account.

Reminder...

Please book with United Airlines whenever possible when traveling, as United is IDG's top carrier offering maximum discount and savings to the company.

Please book all hotel and car reservations through IDG Corporate Travel, as commissions are returned back to the business units, maximizing overall savings to the company.

If you are not currently enrolled in Avis' Preferred Rental program, please contact IDG Travel, as program amenities include priority service and upgrades at no cost to the traveler.

Please contact IDG Corporate Travel for discounted, expedited Visa Processing.

Please also contact IDG Corporate Travel to assist you in planning your next meeting. This service is available at no cost, and room commissions will be refunded back to you as applicable to help manage meeting costs.

JAILED FOR A GOOD CAUSE

***Carla Cappucci** models prison garb.*

Thanks to generous colleagues at *Network World* and other friends, *NW* Sales Associate/Recruitment **Carla Cappucci** raised more than $500 (including IDG matching funds) recently for a Muscular Dystrophy Assocation "jail and bail" fundraiser.

A limo driver "arrested" Carla at the *Nework World* office in Framingham and brought her to the "jail" at a local restaurant. She had a little over an hour to phone willing donors to bail her out.

QUESTIONS WELCOME

IDG Corporate Travel Manager Lyndsey Pomella authors this monthly column.

If you have questions or suggestions for Lyndsey, contact her at tel: 508-820-8688 or via the Internet at lyndsey_pomella@idg.com.

MPI: "The Greatest Invention Since Page Yield"

Positive comments like that one were typical responses to the Management Publishing Institute, held May 13-15 in Half Moon Bay, Calif. Designed to increase mid-level managers' understanding of publishing from a whole business perspective, this spring's MPI garnered an overall satisfaction rating of 4.7 out of 5. MPI is sponsored by IDG Human Resources and led by IDG presidents, publishers and functional managers.

(Left) MPI participants (in random order): ***Ellen DiMatteo**, PC World;* ***Scott Danish**, PCW;* ***Allan Holmes**, FCW Government Technology Group;* ***Doug Forshey**, FCW;* ***Rick Groves**, Network World;* ***Michele Caterina**, NW;* ***Colette McMullen**, Web Publishing, Inc.;* ***Cort Isernhagen**, IDG Asia;* ***Carl Strolle**, Web Publishing;* ***Lauren Black**, Macworld;* ***Ruth Henrich**, MW;* ***Ross Owens**, InfoWorld;* ***Michael McShane**, IW;* ***Craig Lee**, GamePro;* ***Julie Knapp**, PC Games;* ***Nancy Coy**, Computerworld;* ***Lisa Kowalski**, CW;* ***Yuriko Tejima**, IDG Japan;* ***Jayne Salinger**, Publish;* ***Lawrence Manuel**, Publish;* ***Richard Bastas**, CIO;* ***Andrew Hub**, IDG Marketing Services.*

INROADS

continued from from page 1

the students' college career.

MACWORLD INTERNS WORK ONLINE

Macworld sponsored four internship program this year, two through established programs — the San Francisco State University (SFSU) Multimedia Studies Program and INROADS — and two Macworld-designed and administered programs.

Shelly Ginenthal, Macworld VP/Human Resources, worked with Online Manager **Paul Devine** and Director of Online Development **Jeff Julian** to determine which internships were best suited to the Online department.

This year's students were Macworld Internship Program interns **Stefan Lange-Hegerman**, **Eric Silverberg** and **Michelle Merino** from the SFSU Multimedia Studies Program. Lange-Hegerman and Silverberg interned in the Online department, while Merino was instrumental in redesigning a section of Macworld Online.

INTERNS STEFAN LANGE-HEGERMAN (LEFT) AND ***Eric Silverberg*** *flank* ***Colin Crawford**, previously Macworld president and now president of Mac Publishing.*

IDC

continued from from page 1

many consulting opportunities for her group, satisfied clients and an extremely high CIS renewal rate.

SERVICE

EMBERLY

Billing Accountant **David Emberly** exemplifies IDC's core value of dedication to customer service. He is continually willing to go beyond the call of duty in providing an exceptional level of support for both internal and external customers. David has received numerous commendations from his colleagues describing his team spirit, helpfulness and exceptional customer service, and his positive attititude is a valuable asset to IDC.

SERVICE

HWANG

Senior Industry Analyst **Diana Hwang** is reknowed for being thorough, careful and professional in providing an exceptional level of support for both internal and external customers. Her extra efforts and dedication to service has enabled the Smart Handheld Devices program to grow dramatically in the past year and has also earned her a high level of respect among her clients, the handheld industry and her colleages at IDC.

SAN MATEO OFFICE SPACE FOR LEASE

Office space is available at 155 Bovet Rd. in San Mateo, Calif., in the same suite as IDG Asia Business Development. There are four contiguous, fully-furnished offices between 100 and 200 sq. ft. Space for a receptionist nearby. $2,400/month. For more information, contact Sherri Haslam at IDG Asia, tel: 650-286-2793 or sherri_haslam@idg.com.

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

FOR SALE

• **1992 Isuzu Rodeo S four-by-four.** Five-speed; 3.1 litre, six-cylinder engine; air conditioning; stereo with cassette; new clutch and exhaust system; only 65K miles. Very well-kept truck in excellent shape. Asking $11,500.

— Jim Sullivan, IPS, 617/423-1366; jim_sullivan@idg.com

• **1996 Chevrolet Corsica**. White, automatic transmission, air conditioning, power steering, power locks, power brakes, cruise control, AM/FM cassette player, 33K miles. $8,500 or best offer.

— Carianne Dube, IPS, 617/423-0235;
carianne_dube@idg.com

• **1994 Ford Probe SE.** Black hatchback, loaded, excellent condition, 28K miles. Owner moving, must sell. Asking $10,700 or best reasonable offer.

— Cheri Paquet, IPS, 617/423-5068;
cheri_paquet@idg.com

• **1988 Honda Accord LX**. Standard transmission, 87K miles, good condition. Asking $4,000.

— Morris Effron, IPS, 617/574-7004;
morris_effron@idg.com

• **1996 Honda Accord LX Coupe.** Black, automatic transmission, 27K miles, excellent condition. Asking $16K. Must sell ASAP.

— Chris Sears, Network World, 508/820-7423

• **1987 Chevrolet two-by-four Pickup**. 98K miles, blue/silver exterior, dark blue interior. Two-door, power steering, automatic transmission. Very good condition, always garaged, used very little in the past four years. New exhaust, catalytic converter, new Goodyear Wrangler tires, new Monroe Sensa-trac truck shocks, recent spark plugs and wires. Oil changed every three months by owner. Spare tire under the bed with jack. Engine is 4.3 liter V6 with throttle body injection. Basic, full-size Chevy truck with bench-style vinyl seat with no damage, AM/FM radio. Maintained for long-term ownership. $3,200 or best offer.

— Nancy Kowal, Computerworld, 508/429-2334

• **Natick, Mass., house**. If you're looking for a five-minute commute and a reasonable mortgage payment, you can own this adorable and affordable ranch house conveniently located near Routes 9 and 126. Brick patio leads to front entry and fireplaced living/dining room, with side door to wooden deck. Both kitchen and bath recently renovated. Three bedrooms; two with wall-to-wall carpeting, one hardwood. Carpeted stairway to finished daylight basement with full walkout includes spacious playroom, office area, laundry room with closets galore. Expansive and private backyard. Asking $154,900.

— Caryn Dlott, Computerworld, 508/879-0700, ext. 6304

• **Needham, Mass., condo**. Why rent when you can own a beautiful one-bedroom, 1 1/2 bath condo in Needham's exclusive Avery School? Eleven-foot ceilings, lots of light, great closet space, laundry room and a garage. Walking distance to train and stores. $149,000.

— Stephanie Legelis, CIO, 508/935-4433

• **1994 Blue Discovery LandRover**. Excellent condition and maintenance. A/C, CD player, off-road package. 49,000 miles. Asking $21,500.

— Stephanie Legelis, CIO, 508/935-4433

FOR RENT

• **Hawaiian Paradise**. Keiki Leo: Three-bedroom, two-bathroom home on Kauai's spectacular North Shore, 10 minutes from Hanalei Bay. Large master bedroom and spacious living room upstairs, two bedrooms downstairs. Wrap-around lanai with ocean and mountain views. 100 feet from ocean. Special rate for IDG employees and friends. Available beginning mid-October. Visit http://www.kauai-paradise.com.

— George Clark, 415/978-3301;
george_clark@macworld.com

This view could be yours!

Send your ads in by September 16 for the September 22 issue.

Please include your name, business unit, telephone and e-mail address, if possible. Send information to be posted in Marketplace to *IDG World Update* at fax: 617/423-0712 or via e-mail at world_update@ idg.com.

IDG Books Author Produces Unique 'Web-umentary'

Seven-week journey across the U.S. intended to highlight Internet's influence on rural America

IDG Books author Jim Heid, whose book, *HTML & Web Publishing Secrets*, recently hit retail bookshelves, is wrapping up a seven-week journey across the U.S. chronicling the ways the Internet is transforming rural America in a cross-country "Web-umentary."

Heid's trip has taken him from California to New England and back, through towns and rural communities where volunteers, government agencies, school districts, libraries and utility companies have brought cost-effective telecommunications to their out-of-the-way, constituencies, and local "Internet pioneers" have created grassroots Web sites that reflect the unique perspectives of small town America.

GROSECLOS

Do what you never thought possible with HTML!
BESTSELLING
1.5 MILLION
SERIES
unleash the power
650 plus pages packed with insights on developing a Web site that keeps visitors coming back for more
reveal the secrets
Top Webmasters share their secrets for designing, developing, and serving dazzling Web pages
expose the mysteries
Insider tips on database publishing, searching, conferencing, and chatting
55 powerful Web tools
"Jim Heid makes Web publishing fun. Build those pages. I dare you."
HTML & Web Publishing secrets
Jim Heid
IDG BOOKS
WORLD

RUIZ

"There's this assumption that everybody can get on the 'net through AT&T, America Online, whatever, and that's very much a false assumption," Heid said. "Fifty-five million people live in small towns and rural areas, and there are lot of places where sending e-mail and getting on Web sites means making expensive toll calls," Heid said.

"On the Internet, there are no back roads. There's no middle of nowhere," Heid said. "Having Internet access in this day and age really does create opportunities — for learning, for research, for business.

It's almost more significant for rural areas than it is for urban areas because rural areas have the geographical barriers and smaller populations."

Accompanied by his wife, Maryellen Kelly, and their dog, Trixie, Heid set out in his 1988 Dodge Caravan equipped with gadgets to help him digitally document his trip, such as two portable computers, a digital camera and a small eight-track mixing board.

Heid, a columnist for *Macworld* and a regular contributor for *PC World*, set up a Web site, No Back Roads (http://nobackroads.com) to chronicle his trip. Posting stories along the way describing the places he visited and the people he met, Heid's stories include RealAudio interviews and QuickTime VR virtual reality panoramics. The site also demonstrates site-design and HTML coding tips from his book.

"In true IDG spirit, Jim Heid's No Back Roads roadtrip and Web site communicate the power of technology in touching people's lives," said Author Events Publicist for IDG Books **Jennifer Groseclos**.

"The media interest in Jim's trip has been tremendous. Nobackroads.com has been the site of the week, day, and hour and Heid has been the subject of TV, radio, and print interviews including The New York Times Cybertimes," added **Frank Ruiz**, tech publicist who booked media for the tour.

Traversing 26 states and more than 9,000 miles, Heid has appeared in bookstores along the way and visited such sites as:

- Ritzville, Washington, where a farmer's wife runs a farming information site and hosts a weekly chat for women in agriculture.
- Cascade, Idaho, where a high school student created a national award-winning Web site about his hometown.
- Wise, Virginia, where a professor's Web Site calls attention to the Melungeons, a little-known Appalachian people of mixed Native-American, black, and white ancestry.
- Glasgow, Kentucky, where a small, locally owned utility company provides 4 megabit-per-second Internet access to a town of 14,000 — for $11 per month.

The trip was sponsored by IDG Books, MapQuest Publishing Group, Team Technologies, IBM, Apple, and Progressive Networks.

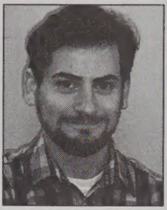
Calling All Volunteers!

Do you devote some of your free time to a neighborhood project? Do you know of an IDG colleague who is involved in community service? *IDG World Update* would like to run a series of brief profiles of employees who are active volunteers.

Being of service to others and to society takes so many forms. Whether it's literacy training, serving food at a homeless shelter, chairing the local school committee or fundraising for an arts organization, let us know what you (or someone in your office) is up to. Contact the IDG World Update editors at tel: 617-423-0527, fax: 617-423-0712 or via the Internet at: world_update@idg.com.

NOTEWORTHY

NEW EMPLOYEES


BRENWASSER

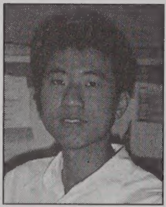
PC World Online has signed four new employees. **Eugene Brenwasser** is an online producer, doing HTML editing and production support for Tipworld and other Online Services group projects. He has a B.A. in American Studies from Stanford University. The multimedia projects he works on in his free time can be seen at www.ccnet.com/~emb.

GREEN

Mark Green is working as an interactive customer service manager. Previously the manager of individual giving with The Global Hunger Project, he has a B.A. in interdisciplinary studies from American University in Washington, D.C. Outside the office he is on the board of directors of Spectrum, Marin County's gay and lesbian community center, completed the California AIDS Ride 4 and downhill skis in the winter.

KOETZLE

Previously with Harvard Business School as an information technology specialist, **Laura Koetzle** is now an online product development associate. She has a degree from Harvard College in literature and enjoys tennis, biking, carpentry and theater.


QUACH

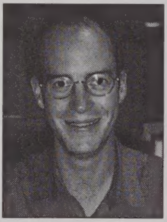
In his first job after college, **Hao Quach** is an online design associate with PC World Online. He has a degree in architecture from Yale.

Federal Computer Week recently hired **Nicole Lewis** as a reporter. She comes to *FCW* after stints in Jamaica as a correspondent for the BBC and one at *Black Enterprise* magazine in New York City. Nicole has a degree in journalism from Ryerson University in Toronto, Canada. Outside the office she enjoys music, politics and photography.

DALTON

Amy Dalton leaves her job as press relations manager at Macy's West to be a public relations specialist at *PC World*. She has B.A. in American Studies from Stanford University and goes to the movies, hikes, reads and does aerobics outside the office.

Scott Spanbauer has come on board as senior associate editor at *PC World*. In his spare time he teaches the ancient and meditative art of Japanese archery.


FREYTAG

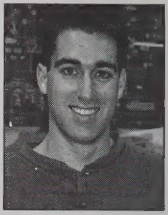
Kurt Freytag comes to Web Shopper as technical director. He has a B.A. in international relations, focusing on Germany and the European Community from Stanford University. His outside interests include rock climbing.

Lisa Kaplan Adase has joined *Network World* as a copy editor. After receiving a B.A. in English from State University of New York/Geneseo and an M.A. in writing and publishing from Emerson College, she worked in the editorial department at *Walking*. Her hobbies include writing, music, walking and reading.

Stannie Holt is an editorial assistant at *Infoworld*. Previously a staff writer with Contra Costa Newspapers, Inc., she has a B.A. in Latin from Smith College. Her hobbies include reading, Italian cooking, aquarobics and early music.

SAPIZ

Alessandra Sapiz comes to *InfoWorld* as a marketing communications specialist from *InternetWorld* in Brazil. She has a B.A. in communications from Helio Alonso College in Brazil. Outside the office she likes reading, movies and cooking and is especially proud of starting a new life in the U.S.


SCAMBRAY

Joel Scambray is *Infoworld*'s enterprise comparisons analyst. He holds a B.S. from the University of California/ Davis and an M.A. in molecular biology from UCLA. He divides his spare time between sports and his family, including his first child, two-month-old Julia Marie.

HAYES

Catherine Hayes is a senior tax accountant for IDG in Framingham. She held a similar position recently with Titale, Caturano & Co. Catherine has a B.S. in accounting fromthe University ofMassachusetts /Lowell and is pursuing her master's degree in tax at Bentley College. Golfing, running and biking take up her off hours.

IDG Books made a series of hiring moves this summer. **Jim Doehrman** has joined IDG Books Worldwide as vice president, finance, and general manager, IDG Books International, a newly created division charged with increasing IDG Books' growth in English-language and subsidiary rights outside the U.S. Prior to IDG, Jim held a number of positions with Simon & Schuster and Federated Department Stores.

Lisa Coleman has joined the company as sales director, emerging markets, in which she will lead IDG Books' corporate, government, educational and online special sales initiatives. She comes to IDG from Macmillan Publishing and AT&T Graphics Software and has an MBA from Indiana Wesleyan University.

Rick Chakoff has been promoted to controller and will work with Jim Doehrman.

IDG Books' Indianapolis office has made several new hires. **Andrea C. Boucher** comes aboard as a copy editor. She has a B.A. from Indiana State University in English and enjoys reading, cooking and spending time with her fam-

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY ONE YEARS
Ingrid Schmid - IDG Germany

THIRTEEN YEARS
Siegfried Reich - IDG Germany
Joe Kerwin - InfoWorld

TWELVE YEARS
Hans Peter Nitzsche - IDG Germany
Gebhard Osterwalder - IDG Switzerland

ELEVEN YEARS
Miklos Horvath - IDG Hungary
Jens Jorgen Krag Hansen - IDG Denmark

TEN YEARS
Jose Juan Almaguer Arredondo IDG Mexico

NINE YEARS
Agnes Radnoti - IDG Hungary
Lars Osterman - IDG Denmark
Hermann Gfaller - IDG Germany

EIGHT YEARS
Viola Farkas - IDG Hungary
Krisztina Selmeczi - IDG Hungary
Eva Szegvari - IDG Hungary
Irmgard Meyer - IDG Germany

SEVEN YEARS
Elizabeth Jensen - Macworld
Jose Marzal - IDG Spain
Graciela Torres Mondragon - IDG Mexico
Beat Hochli - IDG Switzerland
Anna Tse - IDG Hong Kong

SIX YEARS
Zsuzsanna Balogh - IDG Hungary
Jiri Zadnik - IDG Czechoslovakia
Karina Moller Nielsen - IDG Denmark
Jose Mulas - IDG Spain
Maria Grazia Tripodi - IDG Italy

FIVE YEARS
Erzsi Gazdag - IDG Hungary
Petr Kefurt - IDG Czechoslovakia
Hermann Apfelbock - IDG Germany
Alexander Markus Deindl - IDG Germany
Uwe Kielman - IDG Germany
Josef Kreitmair - IDG Germany
Michael Schweizer - IDG Germany
Doris Dietlicher - IDG Switzerland
Silvana Brambilla - IDG Italy
Juan Ramon Melara - IDG Spain

FOUR YEARS
Kristin Cocks - IDG Books
Valery Bourke - IDG Books
Chitose Nii - IDG Japan

THREE YEARS
Magdolna Bende - IDG Hungary
Szilvia Szendrey - IDG Hungary
Ruzena Holikova - IDG Czechoslovakia
Toshiyuki Takashima - IDG Japan
Philip Williams - IDC U.K.
Bettina Heinrich - IDG Germany

TWO YEARS
Gwenette Gaddis - IDG Books
Janos Kuszing - IDG Hungary
Yoko Kakimoto - IDC Japan
Makoto Kuroda - IDG Japan
Gabriele Hurle - IDG Germany
Jorg Daburger - IDG Germany
Adrian Jones - IMS Europe
Yolanda Scott - IDG Spain
Amancio Delgado - IDG Spain
Raymond Ng - IDG Hong Kong
Vicky Yeung - IDG Hong Kong

ONE YEAR
David Ezequelle - PC World
Naomi Pisingan - IDG Books
John Fischer - Network World
Jamila Johnson - Macworld
Annamaria Tihanyi - IDG Hungary
Jana Hekerlova - IDG Czechoslovakia
Katerina Moravcova - IDG Czechoslovakia
Jesse Chooi - IDC Malaysia
Kumi Singyouchi - IDC Japan
Shin-giro Nakamura - IDC Japan
Yumiko Uchimura - IDG Japan
David Legard - IDG Singapore
Michael Stenhoj - IDG Denmark
Katrin Sussman - IDG Germany
Sarah Taylor - IMS Europe
Jatinder Sanghera - IMS Europe
Elena Gonzalez - IDG Spain
Lisa Rein - Web Publishing
David Luna Arellano - IDG Mexico
Lizzi McMurray - IDG U.K.

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ily and dog.

Matthew McClure brings his B.A. in English/Writing from North Central College in Naperville, Ill., to his position as an editorial assistant. Outside the office he writes fiction, builds furniture and develops Web sites.

After working at Macmillan Publishing, **Michelle Croninger** is now a proofreader with IDG Books. She has a B.A. in English and Japanese from Ball State University and likes going to concerts, wineries and hockey games in her spare time.

Ryan Eaton has started as a credit specialist. He has a B.S. in sport management from West Virginia University and previously worked as a collection assistant at the Community Bank of Parkersburg, W.Va. He enjoys golf, basketball and darts.

Jason Whitaker has joined IDG Books as a receptionist. He earned a degree in psychology from Indiana University His interests outside the office include tennis, baseball, antiques and music.

IDG Books' newest strategic partnerships manager is **Barry Pruett**. Prior to joining IDG Books, he was a retail marketing manager at Macmillan Computer Publishing. He majored in visual communications at Indiana University and enjoys basketball, home improvement and spending time with his family.

Joining IDG Books' Chicago office as an executive assistant is **Lisa Roule**. She has a B.A. in English from Indiana University, with minors in Germanic studies and sociology, and attended the University of Denver's Publishing Institute. She recently spent a month in Germany as a chaperone for a high school exchange program.

Please Note

All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

CONTEST

Find Pat, Win a PDA

Do you want to win a U.S. Robotics PalmPilot PDA? Enter the ***Find Pat*** contest and you may be the next winner!

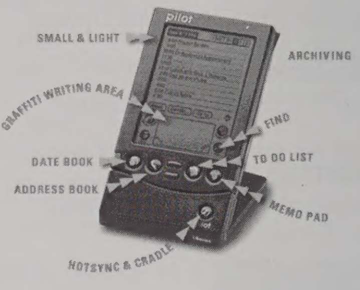
Win a Palmpilot PDA!
All you have to do is ...
FIND PAT
Click here for contest details

IDG Global Communications has invited IDG Chairman **Pat McGovern** to roam the virtual halls of IDG Central. To qualify for this cool prize, come onto the Web site at http://idgcentral.com, ***Find Pat***, and answer his questions about the site.

Click for a question
Contest
IDG CENTRAL

This contest will run from Sept. 1 to Sept. 19. A winner will be randomly selected from the completed contest forms. All questions must be answered correctly in order to qualify for the drawing.

The PalmPilot is a 3-in. by 5-in. pen-based personal digital assistant (PDA) weighing about 6 ounces. It's the hottest PDA on the market. You can read more about it on U.S. Robotics' Web site at: http://www.usrobotics com.



All IDG employees are eligible to participate in the ***Find Pat*** contest. If you have never visited IDG Central, you'll be excited to find all kinds of great resources! Some of the most popular sections include the IDG Directory, IDG Job Opportunities and, of course, IDG World Update Online.

A terrific way to meet and interact with IDG employees worldwide is the IDG Open Forum. You can also find the Employee Handbook, IDG Benefit Plans Summary and the latest information from IDG Travel.

Pat McGovern is waiting. Come online and ***Find Pat***!

Questions? Contact IDG Global Communications at: globalcomm@idg.com.

You must have a login to IDG Central in order to participate in the contest. If you don't have one, go to http://idgcentral.com, click on the "Request a Login" link and fill out the online form. Or you can contact IDG Global Communications directly at GLOBALCOMM@IDG.COM or call +650-524-5700.

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

CIO to Launch Innovative Dual-editorial Concept

Separate sections to cover Web, enterprisewide solutions

Subscriber research shows that *CIO* readers lie awake nights worrying about business use of the Internet and profitability through enterprise collaborations. In order to give its subscribers a better night's sleep, with the Oct. 1 issue *CIO* will increase its editorial coverage of the Internet/Web and enterprisewide IT solutions by producing the magazine in two targeted sections.

CIO enterprise
Red Barons of Retail
CIO WebBusiness
Screamin'

"The move to produce a single title in two sections is a magazine-industry first," said CIO President **Joe Levy**.

CIO subscribers will receive the twice-monthly magazine in a polybag containing two separate sections, similar to the way a newspaper is delivered. The first section will continue to

• CONTINUED PAGE 2 •

Low-cost Global Internet Access Arrives

IDG Global Communications introduces new Internet Dial Service

This month, IDG Global Communications is rolling out its latest service, the IDG Global Dial Network's Internet Dial Service. The service, which follows the successful rollout of Global Comm's Lotus Notes Private Dial Service last year, allows IDG Global Communications customers to access the Internet, including e-mail and the World Wide Web, with a local phone call from virtually anywhere in the world.

One of the major advantages of the IDG Global Dial Network is the potential for dramatic cost savings compared to traditional methods of access. Every traveler is well aware of the high surcharges for direct-dial long distance from hotel rooms and the difficulty and high cost of using calling cards for data communications.

According to **Jeff DeBalko**, president of IDG Global Communications, "With local phone call access and rates starting as low as US$.05 per minute, the savings can easily exceed $1,000 for a week-long international trip."

International travelers are not the only ones who can potentially benefit from the service. "Many business units use toll-free (800) access from one of the major carriers (AT&T, MCI, etc.) for network and e-mail access for their remote and traveling users," DeBalko said. "Using the IDG Global Dial Network can reduce these costs by up to two

• CONTINUED PAGE 5 •

SIGNIFICANT SAVINGS

The following cost comparison illustrates costs for typical Internet usage averaging 30 minutes of access per day during a seven-day European trip. The comparison is based on AT&T international rate of $1.58 per minute, a hotel access rate of $3.50 per minute and an IDG Internet Dial Service rate of $.09 per minute.

AT&T international rate=US$331.80

Hotel direct dial long distrance=US$735.00

IDG Internet Dial Service= US$18.90

Computerworld Marks 30 Years of Publishing

Computerworld staff members in the U.S. celebrated the publication's 30th anniversary with a family picnic last month at the Glen Ellen Country Club in Millis, Mass.

IDG Chairman **Pat McGovern** conceived of the idea for the company's flagship publication during the first week of June in 1967.At the time, he and an IDC associate were interviewing data processing managers in New York who said they needed an objective, frequent source of information on the fledgling computer industry.

A few days later, he decided to launch a weekly title in time for the National Data Processing Managers Association Meeting and Exposition, scheduled for Boston two weeks later.

"We thought that would give us a lot of time to organize and launch a weekly newspaper!" McGovern recalled.

Armed with $50,000 of profit from three years of doing market research, McGovern became a publisher. Just before the first issue went to press, the printer told him that the title *Computer World News* would not fit across the masthead. So, the "News" part was dropped, as well as the space between "Computer" and "World" and IDG's flagship publication was born.

30 COMPUTERWORLD
1967
1997

LAUREEN AUSTERMANN

A CAKE CRAFTED BY CULINARY ARTIST *(and Computerworld Careers Production Coordinator)* ***Judy Schultz*** *proclaiming "CW: 30 years of editorial leadership around the world" was the centerpiece at CW's recent anniversary celebration.*

CIO

continued from page 1

address *CIO*'s regular technology and business issues, while the second will focus on the Internet and enterprisewide IT solutions.

The issue that mails on the first of each month will contain *CIO*'s *Web Business* section, and the issue mailing on the 15th will carry the *Enterprise* section. Page counts in the traditional *CIO* section and the new ones are expected to be equivalent.

CIO Editorial Director **Lew McCreary** said, "We could have done something little more conventional, but we believed there were two areas of concern for *CIO* customers that deserved status as special-focus editorial concept."

REAL PEOPLE, REAL STORIES

Abbie Lundberg, *CIO* editor-in-chief, said the *Enterprise* section will provide IT executives case-based information on how to use technology to solve problems. "Executives across the enterprise are seeking information about the benefits of technology and how it can streamline business processes and enhance profits. Our real people, real stories will provide IT leaders with a tool to educate and empower their executive peers."

According to McCreary, *Web Business* will also cater to an executive-level audience. "It will report on the issues and trends shaping the strategic use of the Internet, the World Wide Web, intranets and extranets. We'll include relevant case studies, interviews with business leaders and reports on technology solutions delivering on the promise of Web-based business."

The editorial incubator for *Web Business* was *WebMaster*, which ended its print publication with the August 1997 issue. The case studies and executive content once published in *WebMaster* will now run in *Web Business.*

'WEBMASTER' EVOLVES

"When we conceived *WebMaster* back in 1995 our mission was to provide content aimed at the CIO, IT and business-level executive. Today, the title 'webmaster' no longer fits our mission, the magazine's content or its core audience," CIO President Levy said. "Our original premise was that every business executive had to 'master the Web' in order to prosper. As the title 'webmaster' evolved, it has come to connote a more technical and tactical professional. Our publication is aimed at executives who are more strategic- and management-oriented."

"*CIO* stresses information technology as an enterprisewise activity, and CIOs need help in addressing their colleagues and creating a bi-directional information exchange. So we are taking the high level of content in *WebMaster* and absorbing it into *CIO*," McCreary said.

To prepare for the new editorial venture, CIO is increasing its editorial staff by more than 30% and is "almost done" recruiting 15 new editors, writers and designers, according to McCreary.

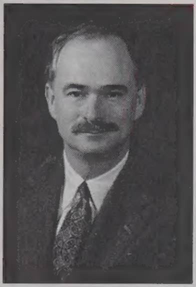
WORKIN' ON THE WEB

CIO Communications Inc.'s
cio.com
http://www.cio.com/

Along with its expanded editorial coverage, *CIO* is enhancing its Web site (http://www.cio.com). The site will be redesigned and will include new navigation elements and additional resource centers on IT management subjects ranging from Web return-on-investment to the Year 2000 challenge. Site enhancements will debut on Oct. 1.

***WebMaster*'s more technical content, targeted to web developers and webmasters, will be available at http://www.web-master.com or at the CIO site. Updated on a regular basis, the *WebMaster* site will contain new and archived editorial content and focus on the technical, tactical and career needs of webmasters and developers.**

ON LINE



DAVID HILL

The president of IDG International Publishing Services (IPS) is this week's guest columnist.

Q What is International Publishing Services and what does it do?

A Based in Boston, Mass., International Publishing Services is a collection of IDG products and services that makes sense to group together: The IDG News Service, *IDG World Update*, IDG Licensing Services and special projects.

- **The IDG News Service** most people know as IDG's answer to the Associated Press. It is a news cooperative that recirculates IT news from IDG publications worldwide and generates a large volume of original news from 11 offices in nine countries. This break-even service benefits the entire IDG community.

- ***IDG World Update*** is IDG's primary tool for employee communications and knowledge-sharing. It is delivered weekly in paper form and electronically (via IDG Central) to all IDG subsidiaries and licensees. Two editors in Boston and now one in San Francisco handle the daunting task of keeping up with IDG's various worldwide activities.

- **IDG Licensing Services** handles all of IDG's international publication licensing. The department investigates and signs new licenses in markets where IDG publications are not represented and supports the entire community of licensees. Licensing acts as the primary point of contact for all publishing partners, supplying resources, monitoring performance and acting as liaison to other IDG companies.

- **Special projects** consists of everything from working closely with Global Product Support Centers to identifying publishing partners that may become wholly-owned subsidiaries of IDG. Many projects are done at the request of the Executive Committee and most are international in nature.

Why does IDG invest resources in licensing titles in places like Iceland and Burma when there can't be much money to be made in tiny markets? Why aren't we filling glaring gaps in our portfolio in larger markets like the United Kingdom and Japan?

It has long been IDG's goal to serve its customers' needs anywhere on earth. To that end, IDG has always been early into markets. This has produced some spectacular successes, e.g., the absolute dominance of *Computerwoche* in Germany.

The major IT companies today are increasingly global, seeking growth in the newer markets of the world. As a result, IDG always tries to lead the charge into new markets. The two examples you cite are interesting ones. Iceland, although tiny and isolated, is one of the most sophisticated users of IT. It is also a great example of how one can leverage the power of IT to erase the disadvantages of distance and isolation. In the case of Burma, you have a troubled country struggling to emerge from a difficult political period. Few people doubt the role of information flow in bringing an end to repressive regimes in Eastern Europe. Greater use of IT in Burma will offer the people there more information and more ability to make choices about their future.

As for the U.K. and Japan, IDG has made great strides in the last year in both markets with such titles as *PC Advisor* in the U.K. and *Windows NT World* in Japan.

Aren't we running out of reasonable countries for licensing? How small can you go?

There is no doubt we have come rather far down the food chain of countries in terms of licensing options. While there will continue to be a trickle of countries reaching the critical mass to support an IT title, the largest portion of IDG licensing in the future will be with current licensees.

A licensee typically starts with a *Computerworld* or a *PC World*. As the market grows they launch the other of this pair. A few years later they might consider titles from IDG's other product lines. One benefit of forging strong, long-term partnerships is that we grow the family of IDG publications. Our experience in more than 70 countries is invaluable when trying to determine if the time is right for a new launch. Working with our partners to identify new opportunities is one of the most gratifying aspects of our work at IPS.

Why does IDG have licensees in some markets where it also has a wholly-owned subsidiary? When you do license an independent publisher in possible competition with our subsidiary, how do you minimize potential conflict?

In developing markets it makes sense to work with a good local partner, as it dramatically shortens the learning curve for all parties. IDG brings world-class editorial, global brands and international selling capability. A local partner brings intimate knowledge of the local IT markets, business practices and companies. Most license agreements give IDG the right of first refusal to acquire the licensee at a later date should the owners offer the company for sale. In most cases, however, it makes sense to continue the partnership with each side delivering what it does best. When IDG looks for licensees, we always emphasize that we are looking for very long-term partnerships, not just a quick entry into a new market.

Just because an IDG subsidiary does not wish to launch a particular IDG title does not necessarily mean there is no market for it. Sometimes a subsidiary prefers to concentrate all efforts on those titles that focus on markets the staff is confident it understands. If an independent publisher comes to IDG with a sound proposal to launch the title, we listen. If the business plan is plausible, we grant a license. Because IDG titles are all targeted at largely unique audiences, there should be few conflicts between an IDG subsidiary and a licensee.

OFF SITE

The Truth is Out There, and Per Andersen is Finding It

When he was a teenager in Denmark, IDC Scandinavia's Managing Director **Per Andersen** saw the light, and it changed his life.

While in high school, Andersen saw a strange light in the sky, which he thought might be an unidentified flying object. Unsure, he began reading about the subject and later became a member of Scandinavian UFO Information (SUFOI), a society dedicated to the study of UFOs.

"It turned out that my sighting was just a satellite, but this was unknown to me at the time," he said.

Andersen's interest has escalated into a second career, and today Andersen is the chairman of SUFOI (http://www.sufoi.dk). As the key spokesperson for the group, his name has popped up in the media more than once. Last year he was featured in a 30-minute documentary on UFOs that aired on Denmark's TV2, and he has often been interviewed by the news media.

In addition, Andersen has written several books and articles and has given presentations on UFOs in Denmark, Sweden and the U.K.

But don't let the popularity of the U.S. television show *The X-Files* or the hype surrounding this year's 50th anniversary of the "Roswell incident" in New Mexico make you think Andersen is your typical UFO believer.

IFOs

"To some people, UFOs are equal to 'spaceships from other planets.' To me and the society I represent, the case is different," he said. "I do not believe that UFOs have anything to do with spaceships. My view of UFOs is that they simply are 'unidentified phenomena' observed in the sky. We only use the word 'UFO' about phenomena that we have carefully investigated and did not find any explanation for. The other ones are called IFOs—identified flying objects."

Andersen said it is his and the society's job to investigate the sightings people report and find the reality behind them. "In 90% of the cases, we find an explanation in terms of a known phenomenon," Andersen said. "The remaining 10% can be very strange cases but by far not evidence to prove these are spaceships."

Some of the sightings Andersen and the society have investigated include:

- Two police officers hunting a bright light in the sky that turned out to be Venus.
- A girl and her mother who witnessed a "very strange object" in the sky that turned out to be just the moon behind a thin layer of clouds.

IDC SCANDINAVIA'S
Per Andersen uses his research skills to identify flying objects.

"We have about five to 10 unexplained sightings a year in Denmark," Andersen said. "One of the most recent and exciting ones happened to a young man who was driving his car when the instruments of the car suddenly started to act crazy and the engine died. He pulled to the side of the road when a bright light roared down on the car from above. When he opened the car door and looked up he claimed that an object with hundreds of bright lights hovered just four or five meters above the car. Eventually, the object disappeared behind the trees and the car could be started again."

PERSONALITY TRAITS

Andersen has done a great deal of research on the psychology and cultural factors involved in UFOs and their sightings. While his research doesn't posit that UFO witnesses are certifiable, it does suggest that they have some special personality traits.

According to Andersen, they are more likely to believe in occult or paranormal phenomena and alternative realities, have richer inner lives, and tend to be good hypnosis subjects. This research, which has also been conducted by many universities, is one of the most convincing arguments to him regarding the lack of solid "alien" UFO evidence.

"Research about witness psychology in general — and UFO witnesses in particular — show how prone 'normal' people are to occasionally making mistakes when seeing phenomena in the sky," he said.

Andersen said he finds it compelling, however, that so many people from so many different countries have reported similar experiences. "This indicates a true phenomenon existing independent of witnesses and their personal filters," he said. The fact that so many people have reported sighting phenomena "could basically be because there is a physical, real phenomena behind some of the experiences, or it could be because there is a common psychological mechanism across cultures — I tend to believe the latter."

After years investigating UFO claims and discussing them on television, it would have been nearly impossible to keep his interest from his IDC colleagues. However, it has actually been beneficial for IDC's business.

"It is not uncommon to talk about my hobby with clients before moving [the discussion] to the IT market," he said. "I also gave a UFO presentation to one of our IT clients at a conference. They thought it would be a nice break from all the boring product announcements!"

Andersen, who started with IDC in 1990 as a senior analyst, feels his work and his hobby mesh well.

"The link between the UFO interest and IDC is research and analysis," he said. " In both cases, I am faced with some pieces of a puzzle and then have to try to figure out the full picture and research the remaining holes."

Job Opportunities
Monday, September 8, 1997

AD TRAFFIC COORDINATOR (CIO)

The individual in this position will be responsible for ad traffic, including: agency contact, handling and inspecting film, processing ad transmittals, and insertion order handling, copy and distribution. In addition to internal trafficking, candidate is responsible for quality control at the final film stage. Ideal candidate will possess 1-2 years experience in a magazine or graphic arts environment, excellent phone skills, and strong computer skills. Candidate must also be detail oriented and deadline sensitive. College degree required. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

SALES ASSOCIATE (CW)

The selected candidate will provide multi-functional support to a District Manager responsible for display advertising sales efforts on the East Coast. Selected candidate's responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination and event planning. Ideal candidate will be goal oriented, independent, extremely organized and thrives in a very fast paced environment. This individual must possess a bachelors degree, relevant experience and a strong technological aptitude. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

SALES ASSOCIATE, CAREER AGENT (CW)

The selected candidate will provide multi-functional support to three Regional Managers responsible for Career Agent sales efforts on the East and West Coasts. Responsibilities will include client service, sales intelligence gathering, production of graphics presentations, some administration of marketing and event planning details. Ideal candidate will be goal-oriented, independent, extremely organized and thrive in a very fast-paced environment. This individual must possess a bachelors degree, relevant experience and a strong technological aptitude. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

REGIONAL MANAGER, CAREER AGENT (CW)

The selected candidate will be an experienced sales person responsible for the successful prospecting, presentation and sales of Computerworld's CareerAgent to corporate clients and IT Training/Education vendors in a given geographic territory. Candidate will have the ability to work with a highly interactive team process to achieve maximum results. The ability to manage the process of outside selling, including trade shows and conferences, face to face sales work and the necessary administrative detail is essential. A desire to understand the issues of career growth for IT professionals and the related employer staffing concerns is critical. May be based in Massachusetts or California. *Location: MA or CA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

ONLINE ACCOUNT DIRECTOR (GWAN)

Experienced sales executive to represent IDG's online publications to top technology advertisers. Ability to negotiate complex cross-site deals, develop custom online "partnership" proposals, and deliver IDG's online perspective to senior client and agency representatives essential. Requires significant related client, agency, or online ad sales experience, and a bachelor's degree or equivalent. Technology industry background extremely valuable. *Location: San Francisco, CA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

ONLINE ACCOUNT REPRESENTATIVE (GWAN)

Representative to sell cross-IDG online advertising programs via the Glogal Web Advertising Network. Requires related agency or online ad sales experience and a bachelor's degree or equivalent. Technology industry experience helpful. *Location: San Francisco, CA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

GROUP MARKETING MANAGER (IDC)

IDC is seeking a dynamic and aggressive Marketing Manager in its Internet Group. Working with a team of high-profile market analysts, the Group Marketing Manager is responsible for positioning IDC as the leading source of information on the Internet. The sucessful candidate will manage and perform a wide range of activities including developing targeted prospect lists, product positioning, telemarketing, management of direct-mail campaigns, conference organization and conceptualization, translating technical ideas into compelling market messages, desktop publishing of a broad range of marketing materials, and managing press relations. Strong strategic planning, product management, promotional writing, communication, and desktop publishing skills required, with knowledge of FileMaker Pro & QuarkXPress a plus. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

MARKETING EVENT SALES ASSISTANT (IDG ASIA)

Responsibilities of this position will include: prospecting US IT companies to sell booth space for computer trade shows, maintaining and updating marketing materials/brochures on trade shows, maintaining and updating client databases and files, working on promotion/marketing projects, researching information on IT companies on the internet, maintaining website information by coordinating with Webmaster, and providing office administrative duties. Candidate must be interested in the Hi-Tech industry and have knowledge of MS Word, Lotus Notes, and FileMaker on Macintosh. Research experience on the Internet required. Ideal candidate will be pleasant, organized, efficient, resourceful, and have the ability to multi-task and prioritize. Sales or marketing experience required. Chinese or Japanese bilingual preferred. *Location: San Mateo, CA*
Contact: S. Haslam, Fax: 415-286-2790, Phone: 415-286-2793, Email: sherri_haslam@idg.com

BUSINESS DEVELOPMENT EXECUTIVE (IDG.NET)

Experienced manager to develop and sell ancillary products. Requires knowledge of licencing, Web-based delivery mechanisms and technology markets. Initial focus is on US, with international growth potential. MBA preferred. *Location: San Francisco, CA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

AUDIENCE DEVELOPMENT ANALYST (IDG.NET)

Analyst to track and evaluate traffic patterns for IDG.net, identifying opportunities to improve distribution of IDG sites' content via editorial, design or technical improvements; analyze IDG.net circulation versus competitors; identify opportunities to develop circulation (eg. via links, representation in search engines, newsletters). Requires bachelor's degree and several years related business experience, preferably in online development. *Location: San Francisco, CA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

MARKETING DIRECTOR (IDG.NET)

Experienced generalist to lead marketing efforts for IDG.net, including advertising, trade shows/events, PR and research. Entrepreneurial spirit, attention to detail, technology marketing experience all essential. *Location: San Francisco, CA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

INTERNATIONAL MARKETING MANAGER (IDG/B)

Must develop fresh, exciting, imaginative, and effective international marketing plans while working with the International Sales and Product Marketing departments. Will manage a large market development fund creatively and effectively with consideration to account needs and future territory growth. Expected to maintain close contact with international partners to understand their market, to give direction on brand development and trademark protection, and develop strong relationships. Requires a minimum of 3 years' experience in international sales, customer services, or marketing. *Location: Foster City, CA*
Contact: L.Young, Fax: 650-655-3206, Phone: 650-655-3230, Email: -NA-

DIRECTOR OF SALES (IDG/CMC)

Will handle sponsorship sales for the products of the IDG Conference Management Company. Duties include interfacing with conference managers and meeting sales objectives for each product line. We're looking for someone with strong understanding and view of the IT industry, and the relationships that shape it. 3-5 years of experience necessary, management experience desired. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

ASSOCIATE RESEARCH ANALYST (IFW)

Will complete syndicated research reports using PC database program. Knowledge of Telmar or IMS helpful, but not necessary. Will train the right candidate with a positive "can do" attitude. Must have strong math and excellent communication and customer service skills. Must be able to self manage multiple tasks and projects. Proficiency in PowerPoint and Excel a plus. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

DIRECTOR OF NATIONAL ACCOUNTS (IMS)

Seasoned and experienced senior sales and marketing executive wanted to become part of the International Marketing Services' professional sales organization. Extensive advertising/marketing IT sales experience required. Candidate will interact with major industry customers to drive advertising revenue into IDG publications and negotiate corporate contracts. West Coast based opportunity. *Location: San Francisco, CA*
Contact: B. Theobald, Fax: 415-705-6421, Phone: 415-676-3008, Email: bernie_theobald@idg.com

INFORMATION SYSTEMS SPECIALIST (PCW)

Reporting to the Director of Information Systems, this position is responsible for monitoring and maintaining networks, servers, and communications services, and for ordering, installing and upgrading computer hardware and peripheral equipment for PC World Communications, Inc. This position has significant end-user liaison including support of remote users, communications and training responsibilities, and receives guidance and direction from the Senior Information Systems Specialist. Candidate should have 3+ years experience installing, maintaining and troubleshooting computer hardware and peripheral equipment. Advanced technical training in computer hardware and software client-server computer, telecommunication, and networking recommended. Candidates must have solid communications and client-relations skills, college-level course work and/or technical training in computer science (or equivalent experience), and will be expected to travel to support field office installations. *Location: San Francisco, CA*
Contact: N. Noble, Fax: 415-442-1891, Phone: 415-978-3361, Email: norman_noble@pcworld.com

ExecuTrain Spins New Web Site

Business-technology training firm ExecuTrain launched its upgraded Web site last month at — where else? — http://www.executrain.com. Fronting a whole new look, the site offers online help to ExecuTrain students and administrators. Students can pre-register for courses and customize views based on the type of training they're interested in and their geographic location.

"We offer a state-of-the-art site that allows training administrators quick access to course schedules from our 200-plus training locations throughout the world," said **Peter A.S. Pfeiffer**, ExecuTrain's executive vice president of business development and operations. "Course outlines are also included so that students know exactly what topics they will be learning in a particular class. In addition, search engines and a ZIP code locator provide fast course location access."

The enhanced site took about a month to construct and involved about 25 ExecuTrain employees working with a Web site developer.

Founded in 1984 ExecuTrain has 206 locations in 24 countries and trained more than 1.2 million people in 1996. Following an initial investment in 1990, IDG became the firm's majority shareholder in 1995.

IN BRIEF

As of August 28, IDG Books' *Investing For Dummies* was in its third consecutive week on *USA Today*'s "Money Best Sellers" list.

■ ■ ■ ■ ■ ■ ■

IDC has launched a newsletter, *What's New@IDC*, to keep clients informed about new products, upcoming events, and hints to help them make the most of IDC research. For more information, contact Press Relations Manager **Hillary DeMello** at hdemello@idcresearch.com or Marketing Communications Specialist **Liz Chisholm** at echisolm@idcresearch.com

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INTERNET

continued from page 1

thirds, offering potential savings in the tens of thousands of dollars per year." He also pointed out that unlike consumer-based services such as AT&T Worldnet, AOL, or others, the IDG Global Dial Network is a business-quality service offering improved reliability, performance and 7x24 (seven days a week, 24 hours a day) support from IDG Global Communications and its network provider with no flat or fixed monthly fee per user.

EARLY ADOPTERS

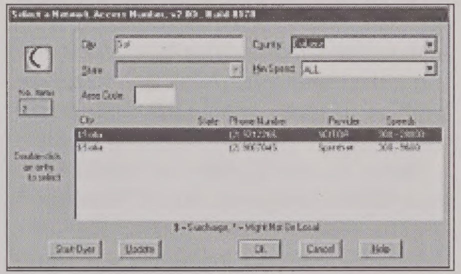
Several IDG business units have been using the Lotus Notes Private Dial Service for more than a year and have begun rolling out the Internet Dial Service as it has become available. These business units include IDC, IDG International Publishing Services, the IDG Corporate Support Center, Web Publishing, IDG Germany, IDG International Marketing Services and many others.

IDC, in fact, is in the middle of a major international roll out of the service and now makes up over half of the total traffic on the network. The service has allowed IDC to not only dramatically reduce costs for its remote users but also to connect international sites that until now could not be connected cost effectively.

Other new users to the service are pleased not only by the cost savings but also the ease of use. According to **Michael "Mac" McCarthy**, president of Web Publishing, "I couldn't believe it when I heard about the Internet Dial Service. It has turned out to be everything promised and then some. It is incredibly reliable and easy to use and will save our company several thousand dollars over the course of a year."

For more information and a service quote for your specific business unit, please contact IDG Global Communications at globalcomm@idg.com or telephone 650-524-5700.

Based in San Mateo, Calif., IDG Global Communications focuses on providing cost-effective communications and technology services to IDG business units worldwide. Services include the IDG Global Dial Network, Internet access, Lotus Notes services, e-mail services, server hosting, application development, and technical support and consulting.



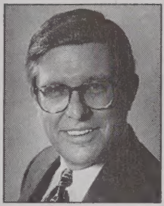
THIS SCREEN SHOT SHOWS THE PHONE *access lookup (PAL) utility for Windows 95 that allows users to easily select their geographic location and local number and automates the login process.*

BENEFIT SUMMARY FOR INTERNET DIAL SERVICE

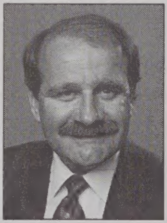
- **Local access to the Internet (and all of your local network services) including e-mail and the web in over 1,000 locations in 150 countries world wide via a local phone call. Avoid long distance and, in most cases, hotel access charges.**
- **Communications costs as low as US$.05 per minute.**
- **33.6 or 28.8 access available in most locations. ISDN available in major cities.**
- **No monthly fixed fee or setup fees. Pay only for what you use.**
- **7X24 support by IDG Global Communications and its network provider.**
- **No special software needed. Works directly from Windows 95 or the Macintosh.**
- **Reliability and performance of a business network unlike consumer-based services such as AT&T Worldnet or AOL.**

NOTEWORTHY

PROMOTIONS


HUEY

J. Samuel Huey is now the executive vice president and general manager of IDG Marketing Services. After a year and half as publisher of *PC World* he now is responsible for IMS' integrated corporate sales and related marketing efforts. In the last 10 years, he has held various executive positions within IDG and Ziff-Davis, including publishing director of *PC Computing*.


THEOBALD

Concurrently promoted at IMS were **Bernie Theobald** and **Jeff Bodenmann**. Previously senior vice president, Theobald is now executive vice president, Western region. Most recently vice president, Eastern region, Bodenmann is senior vice president, worldwide account director. Both have a broad background with IDG and IMS in corporate sales, sales management and client service.

"We are delighted to recognize these outstanding executives as they build on the success of IDG Marketing Services," said IDG Chairman **Pat McGovern**.

NEW EMPLOYEES

Dodi Rabinowitz is *Network World's* new recruitment advertising director. She comes to *NW* from Lotus Development, where she was an account manager. She has a B.S. in graphic design from the Rochester Institute of Technology and spends her off hours biking, skiing and skating.

Senior Writer **David Pearson** joins *CIO* from HealthTech Publishing in Rhode Island where he was a senior editor. He is a graduate of Eastern Michigan University with a degree in social science and English. Outside the office he plays softball and is involved in the Big Brother Association.

Steve Singer comes on board at *CIO* as the magazine's first dedicated Web editor, coordinating the development of online editorial elements. He has an M.A. in TV/radio from Syracuse University and a B.A. in History from SUNY/Binghamton. In his spare time he coaches Little League and teaches multimedia courses at Boston University.

IDG Books Worldwide in Indianapolis has signed on three new employees. **Elizabeth Kuball** is a copy editor with and B.S. in secondary education (English and U.S. history) from Indiana University and an M.A. in English from Butler University. Her interests include traveling, photography and writing — in any combination thereof. She also enjoys playing with her dog Jack and going to the theatre (without Jack).

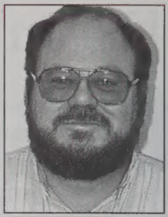
Previously a free-lance copy editor, **Kyle Looper** is now a project manager for Dummies Press. He graduated from Indiana University with a B.A. in English and Japanese language and literature. His hobbies include mountain biking and chess.

Steve Arany comes on board as a page-layout technician and a Macintosh systems support team member. He has a B.B.A. in computer information systems from Southern Adventist University and enjoys outdoor activities, reading and cooking.

Computerworld has made two new hires. **Alice Goldberg-Fitzhugh** joins the publication as a graphic designer. She has an M.F.A in graphic design from the Massachusetts College of Art and a B.S. from the University of Maryland in public relations/journalism. Her hobbies include designing furniture and knitwear, camping and traveling.

FLORES

As district manager **Angela Flores** will handle ad sales management for *Computer world* on the West Coast. She has a B.S. in business/international marketing from San Francisco State University and enjoys horseback riding, snow skiing and hiking.

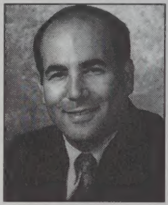

GARDNER

R. Bruce Gardner is *PC Games'* new art director. Prior to IDG he held a similar position at *Dr. Dobb's Journal*. He has a B.F.A. from the University of Kansas, majoring in advertising and editorial art. He is learning to play bluegrass banjo, keeps up with his Japanese-language studies and is restoring two British sports cars.

TRANSFERS

Three IDG employees have transferred to *CIO*. **Mindy Blodgett** moves from covering the remote and wireless computing market and the social issues of computing for *Computerworld* to a senior writer post at *CIO*. After graduating from the University of Wisconsin she spent seven years at *The Patriot Ledger* in Quincy, Mass.

Senior writer **Sari Kalin** comes to *CIO* from the IDG News Service, where she rose rapidly as a U.S. correspondent and editor. She has a master's degree in journalism from Columbia University and once worked with Mindy Blodgett at *The Patriot Ledger*.


BALDWIN

After tours of duty with both IDG and Ziff-Davis, **Howard Baldwin** makes the move from features editor at *Macworld* to senior editor at *CIO* in the magazine's West Coast editorial office.

RETURNING EMPLOYEES

Tong Ying returns to the company as a market analyst for IDC Asia Pacific in Singapore. Previously she worked as a reporter for *Computerworld/Network World Singapore*, then went on to become a senior software engineer for National Computer Systems in Singapore. She has a B.S. in computing from Oxford Brookes University in the U.K.

TELL US!

All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Paul Gillin - Computerworld

FOURTEEN YEARS
Karl Koessel - PC World
John Gallant - Network World

THIRTEEN YEARS
Michael McCarthy - Web Publishing

TWELVE YEARS
Frank Cutitta - IMS

ELEVEN YEARS
Janet Glynn - IDG

TEN YEARS
Gary Beach - IDG
Stephanie Beach - InfoWorld
Eileen Lobaugh - CIO
Gail Franks - Computerworld

NINE YEARS
Hillary Kushinsky - IDG

SEVEN YEARS
Peter Guastella - Publish

SIX YEARS
Laurence Sirvin - IDG France
Akdogan Ozkan - IDG Turkey

FIVE YEARS
Cynthia Neustadt - Macworld
Donna Moschella - IDG
Nancy Dixon - IMS

FOUR YEARS
Albert Gallan - IDG Books
Paula Connor - Network World
Cheryl Talamini - IDG
Kimberly Blackburn - Computerworld

THREE YEARS
Martine Edwards - IDG Books
Brenda McLaughlin - IDG Books
Kevin Spencer - IDG Books
Diane Giangrossi - IDG Books
Lee Schlesinger - Network World
Radiance Tan - IDG Singapore
Serena Ko - IDG Hong Kong
Kathryn Grayson - CIO
Julie King - Computerworld
Candace O'Keefe - Computerworld
Fabiola Franz - Computerworld

TWO YEARS
Dena Todd - PC World
Karin Leite - IDG Books
Michael Sullivan - IDG Books
David Minehart - InfoWorld
Sara Moore - InfoWorld
Lucien Rhodes - InfoWorld
Carol Zarrow - CIO
Keith Kenner - CIO
Alana Jones - IDG
Glenn Mosesso - IDG
Paul Carlin - IDG
Volkan Ersoy - IDG Turkey
Onder Arslan - IDG Turkey
Francis Hayes - Computerworld
Mitchell Wagner - Computerworld
Bill Horan - GamePro

ONE YEAR
Ken Schumann - IDG Books
Mark Butler - IDG Books
Betty Amaro - Network World
Susan Rastellini - Network World
Glenn Munlawin - Macworld
James Walker - Macworld U.K.
Jean-Philippe Dubrun - IDG France
Cécile Lanne - IDG France
Felix Marciano - IDG France
Daniel Verton - FCW
Heather Harreld - FCW
Michael Twohig - ICE
Camille Blakely - IDG Global Comm.
Steve Inza - Internat'l Publ.Services
Elvan Cantekin - IDG Turkey
Hakan Unal - IDG Turkey
Pervin Yuce - IDG Turkey
Matt Hamblen - Computerworld
Mary Ann Kilroy - Computerworld
James Parker - Computerworld

You Have Until Sept. 19 to "Find Pat"!

Click for a question
Contest
IDG CENTRAL

Don't miss the chance to win a U.S. Robotics PalmPilot PDA by finding Pat McGovern on the IDG Central website. If you don't have a login, go to http://idgcentral.com and click on the "Request a Login" link. Or contact IDG Global Communications at globalcomm@idg.com or telephone: 650-524-5700.

Sept. 15 is the Deadline for IDG's 14th Annual Employee Photo Calendar Contest

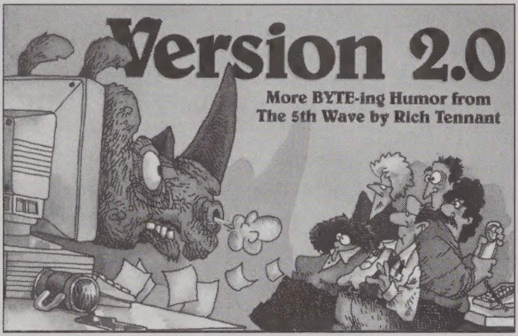
Send up to two color or black-and-white prints or 35mm slides labeled with your name, business unit and address, telephone and fax numbers and a photo title to: World Update, 31 Milk Street, Suite 210, Boston, MA 02109, U.S.A. All photos will be returned. Any questions, please contact Penny Winn (penny_winn@idg.com) or Patricia Smith (patricia_smith@idg.com).

First Prize: $250.00 Second Prize: $150.00
Third Prize: $100.00

OFF LINE

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, Oct.7.

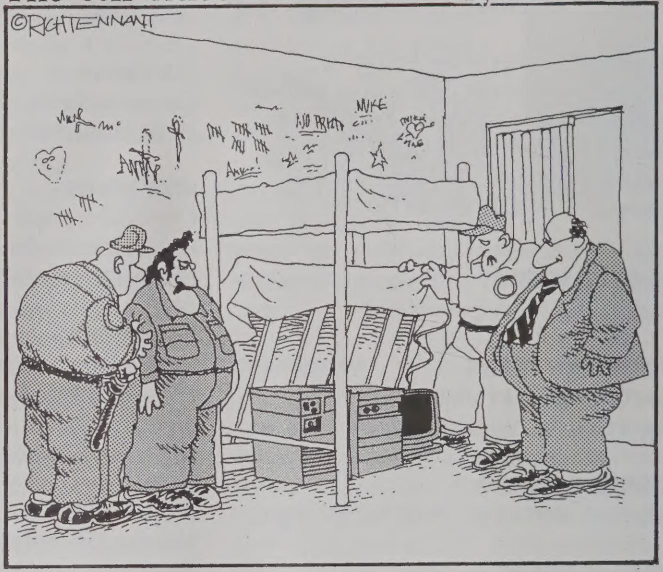


The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* magnetic pen.

Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com).

Have fun!

The 5th Wave By Rich Tennant



IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 37 September 15, 1997

IDG'S IRISH PUBLISHING PARTNER GARNERS NOMINATIONS, AWARDS
PAGE 2

CHANNEL SERVICES GROUP READIES SOLUTIONS INTEGRATOR FOR NOVEMBER DEBUT
PAGE 2

IDC INFORMATION SOCIETY INDEX RANKS IT USE IN 55 NATIONS AROUND THE WORLD
PAGE 5

IDG WORLD UPDATE

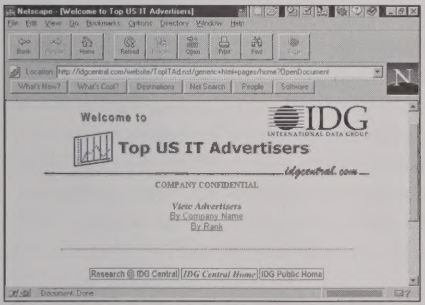
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Three New Resources Debut on IDG Central

Top U.S., European IT advertisers data, Business Intelligence Library available to all employees

IDG Global Communications, in conjunction with the Competitive Analysis staff at IDG Research Services, is releasing three information resources on the employee-only IDG Central Web site (http://idgcentral.com) and on Lotus Notes.

The Top U.S. IT Advertisers provides an overview of the advertising activity of the leading U.S. IT advertisers, showing IT publication, consumer magazine, and non-magazine advertising (TV, radio, outdoor, newspaper) activity. A company profile for each advertiser is also available, featuring a brief description of the company, and listing key personnel, product lines, competitors and financial information. All the information is updated regularly.



Netscape - [Welcome to Top US IT Advertisers]

http://idgcentral.com/website/TopITAd.nsf/generic+html+pages/home?OpenDocument

Welcome to
IDG INTERNATIONAL DATA GROUP
Top US IT Advertisers
idgcentral.com
COMPANY CONFIDENTIAL

View Advertisers
By Company Name
By Rank

The Top EMEA IT Advertisers is similar to the Top U.S. IT Advertisers, featuring brief company profiles and IT publication advertising activity in Europe, the Middle East and Africa.

The Business Intelligence Library, which should be available as of this article's printing or soon after, features a compendium of information, including competitor overviews and publication data: advertising rates, circulation statements, top advertiser data and mission statements. Additionally, sections on advertising, interactive media, expos and other media topics feature a collection of materials, such as Executive Summaries of published reports that would otherwise not be available to all IDG personnel.

• CONTINUED PAGE 5 •

WebShopper Gives Users Instant Purchase Power

IT buyers will have desktop access to a huge inventory of brand-name products

THE WEBSHOPPER STAFF MEMBERS ARE (FRONT, L-R): ***Mike Ehrlich****, account representative;* ***Deborah Giattina****, content editor;* ***Mike Rogoff****, applications developer. (Middle, l-r):* ***Nancy Reiland****, regional advertising director;* ***Kate Agrell****, executive assistant;* ***Catherine Bekooy****, product manager;* ***Huan Nghiem****, designer. (Back, l-r):* ***Colin Lewellyn****, content editor;* ***David Ezequelle****, executive vice president;* ***Andrew Eisner****, director of content;* ***Bruce McCurdy****, circulation manager. Not pictured:* ***Kurt Freytag****, technical director.*

As the world's No. 1 provider of information about computer technology, IDG has long excelled at providing IT professionals with comprehensive information about the hardware and software products that they purchase for business and personal use. From in-depth articles to lab-based product reviews, from "top 10" lists to product comparisons, IDG publications around the world help readers make informed product buying decisions.

Until now, however, readers did not have a place to turn for

• CONTINUED PAGE 4 •

IN BRIEF

Irish Licensee Reaps IT Media Awards

MEMBERS OF SCOPE COMMUNICATIONS DISPLAY ONE OF *their recent awards. (L-R)* ***Mark Egan****, managing director;* ***Anne-Marie Conkey****, finance director;* ***Paul Byrne****, sales director;* ***Frank Quinn****, publisher.*

IDG's Irish licensee, Scope Communications, is the recent recipient of several industry nominations and awards.

This June Scope won the Outstanding Achievement Media Award sponsored by *Deadline* magazine, Ireland's media trade journal. The award recognized 11 years of "outstanding skill and professionalism" in the way Scope has built its business. As the market leader in publishing, exhibitions and online activities serving the Irish IT sector, Scope "sets the standards to which others aspire."

Scope's Web site, InfoLive, was one of six finalists out of 300 entrants in the *Sunday Business Post*'s "Business Website of the Year." InfoLive is also one of five finalists for a Golden Spider, a national Web awards program, for "Top Commercial Website." Winners will be notified Sept. 19.

"Ireland's booming economy has attracted high levels of U.S. investment, particularly in IT where virtually every major corporation from Intel to Microsoft now has its European manufacturing headquarters," said **Frank Quinn**, Scope publisher. "In this high-tech atmosphere, we're flying the IDG flag in serving the needs of an IT-literate readership."

Scope Communications publishes *Computerscope*, which is akin to IDG's *Computerworld*, and *PCLive*, which is similar to *PC World*.

For more information about the awards, check the company's Web site at http://www.infolive.ie/about/awards.html.

CSG's *Solutions Integrator* Gears Up for November Debut

IDG's recently formed Channel Services Group, a business unit designed to meet the growing demand for information on high-end IT channels worldwide, has unveiled the name of its soon-to-be-launched title.

Solutions Integrator will be dedicated to providing the complex technology integration community with the knowledge and interpretation of technology and changing channel dynamics to help them manage and grow their businesses. The publication will provide focused editorial coverage, research, technology and industry alliances and global resources.

Debuting in November, *Solutions Integrator* will initially be distributed 18 times per year, ultimately reaching biweekly distribution. It will be a controlled circulation magazine for 90,000 management decision makers whose primary business is providing complex IT solutions to middle-market and Fortune 1000 companies. These solutions integrators are responsible for brand choice, channel alliances and partner decisions.

MACWORLD UPDATE

Mac Publications, L.L.C., the joint venture company of IDG and Ziff-Davis, has named Andrew Gore, former editor of *MacUser* magazine, editor-in-chief of *Macworld* magazine. Galen Gruman, co-executive editor of *Macworld* for the past three years, has been promoted to editor of *Macworld*.

"I am very enthusiastic about our new editorial team," said Colin Crawford, president and CEO of Mac Publications. "Andy is highly regarded in the Apple Macintosh industry as an experienced editor. Galen has been a tremendous asset on our editorial staff, and his professional skills and commitment to quality journalism will ensure that the standards for which *Macworld* is well recognized will be upheld."

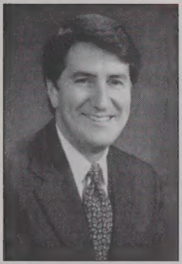
SHORT TAKES

ExecuTrain of Singapore has been named "Authorized Training Center of the Year" by Microsoft Corp. for the second consecutive year.

■ ■ ■ ■ ■ ■ ■ ■ ■

PC Games' heavily trafficked Web site (http://www.pcgames.com) — estimated to attract upward of 1.4 million page requests per month — has been redesigned with improved functionality and new content.

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q What is your advice to editors regarding the coverage of companies in which IDG has an interest? There are many enterprising journalists out there, both within and outside (well, not many!) of IDG. Don't we need some sort of explicitly stated policy in this area? Wouldn't it be wise to publish some sort of list internally so that editors are at least aware of what sort of relationships exist and so that they cannot be blindsided by a competitor charging some sort of bias toward a company in which we may have an interest?

A IDG has directly and through its treasury function been an active and successful investor. Like most other large media companies that make portfolio investments, IDG has historically notified its publishers of investments that are "material" to IDG or to the companies concerned. The publishers — or more usually, their chief editors — then decide on disclosure based on their own publication's policies and specific market conventions. Roughly speaking, an individual investment has been considered "material" when it accounts for more than 2% of IDG's overall investment capital, or for more than 10% of an investee company's equity, or when it accounts for more than 10% of IDG's annual operating profit. With the founding of IDG Ventures this fiscal year, IDG has begun to formalize its venture capital investing activities, and, once the fund makes a few more investments, we'll review whether any modifications of our disclosure policy are needed.

I haven't heard much about IDG.net recently. Has it launched yet?

IDG.net launched its beta program on schedule nearly six weeks ago, and since then hundreds of beta testers have been giving the development team feedback on its design and its usefulness. These changes are now being incorporated into the site, and the site is expected to be "open for business" by Sept. 30.

The IDG.net team has also been developing a channel for IDG's participation in Microsoft's launch of Internet Explorer 4.0. This significant industry promotion will kick off Sept. 30 and will provide an appropriate platform for IDG.net's introduction. After benefitting from Microsoft's promotional efforts, IDG.net will launch its own advertising efforts throughout the fall to build traffic and visibility for the site.

Can you give us an overview of the global outlook for IDG as FY98 is about to begin?

IDG is nearing completion on the most successful year in its history, with operating profits increasing nearly 38%. As we finalize the plans for FY98, our managers are equally optimistic about the results they will have next fiscal year, with revenue gains outpacing the expected overall IT market growth, and profits surpassing this year's record levels. Fiscal year 1998 will also be a year of significant new product launches at IDG, including the launch this fall of IDG's channel publication in the U.S. — *Solutions Integrator* — joining our family of 10 channel publications around the world; the launch of an Internet industry publication, expected early in calender 1998; the launch of IDG.net and the continued expansion of our online initiatives; and the launch of IDG's first online marketplace for IT products, WebShopper, in the first quarter of FY98. Of course, these new activities are in addition to the many new initiatives and continued expansion planned by our existing business units in all areas of our business, from publications, to books, to research and to events.

In one of your columns last year (Oct. 21, 1996), you mentioned that IDG's global market share for technology advertising was 26%, which was at the time more than twice the market share of any other competitor. What is our current global market share?

IDG's share has remained in the 26% range, increasing by about half a percentage point during the last 12 months. This is still more than double that of our nearest competitor. IDG publication growth has outpaced the market, growing 5% overall, compared with total market growth of 4%.

IDG's U.S. publications were facing increased competition from the business press a couple of years ago. Has that abated, and if so, why? Given the ripple effect that often happens with global trends, are IDG publications in other parts of the world now encountering new pressure from the business press?

All of the IT publications still face serious competition from the business press — although they have not gained any market share this year, at least in the measured U.S. market. Advertising spending in the business publications has increased nearly 9% in 1997, compared with the same period in 1996. Total market spending has increased just under 12%. Business publications' share of IT advertising pages is 21% year-to-date, dropping slightly by half a percentage point.

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

If the answer to any of the questions above is "yes," the *IDG World Update* editors want to know! Contact them at world_update@idg.com.

WEBSHOPPER

continued from page 1

help with the actual purchase process. Enter one of IDG's newest business units, WebShopper Inc. Scheduled to go live Nov. 15, WebShopper will close the purchasing loop by offering buyers the opportunity to instantly purchase the brand-name products they've determined best meet their technology needs. With a few keystrokes, IT buyers will be able to shop from their desktops, accessing a huge inventory of the best brand-name products at the best-value prices, 24 hours a day.

At the core of this unprecedented access to name brand products are the partnerships that WebShopper is forging with large national resellers and the biggest IT distributor in the U.S. These alliances will allow WebShopper users to make purchases from an inventory of more than 30,000 products after consulting an extensive database of product information from the IDG publications they trust for objective and unbiased product reviews and comparisons. Customers can then check product availability and pricing from among a roster of leading national resellers and fill out an online order form that is sent to their specified reseller for processing, order fulfillment and shipment.

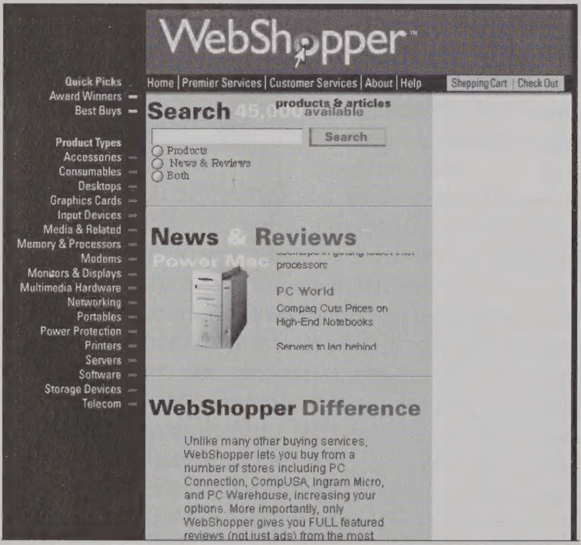
Under the direction of Executive Vice President **David Ezequelle**, the staff, which includes Web designers, product managers, sales professionals and circulation experts, is in the final stages of readying the WebShopper site for launch after nearly a year building the quintessential buying service for technology-related products on the Internet.

Totally unique concept

"The WebShopper concept is an industry first and totally unique," noted Ezequelle. "There's nothing that even comes close to providing the convenience of e-commerce in the context of current, comprehensive and objective product information. Certainly not any of the Internet commerce sites that use a mall model, or require users to go through exhaustive searches for the product information they need. In contrast, we wanted to create a user-friendly, self-contained environment that places a premium on the customer experience."

To ensure that customer service remains an important differentiating point for customers, WebShopper will be very discriminating about the resellers it authorizes to participate on the site. Selected resellers will be required to adhere to stringent contract terms that emphasize customer satisfaction or they will be dropped from participation on the site.

"We are attaching the IDG brand name to this venture because of the reverence and clout the publications have in the industry. Therefore, customers must feel they are receiving the same value and good service on the WebShopper site that they have come to associate with other IDG products," Ezequelle said.



Unlike many other buying services, WebShopper lets you buy from a number of stores including PC Connection, CompUSA, Ingram Micro, and PC Warehouse, increasing your options. More importantly, only WebShopper gives you FULL featured reviews (not just ads) from the most

WEBSHOPPER USERS CAN SEARCH AN INVENTORY OF *more than 30,000 products after consulting an extensive database of product information from the IDG publications they trust for unbiased reviews and comparisons.*

WebShopper will target buyers who purchase computer hardware and software products in small to medium-sized businesses, which Ezequelle defines as companies with 10 to 250 employees. This market segment of technology buyers accounts for a significant portion of total IT spending and is frequently undervalued because it's viewed from an individual rather than collective perspective. Additionally, like their bigger corporate counterparts, these buyers are not so much motivated by price as by product features and value, which provide them with that critical competitive edge. According to Ezequelle, this is exactly why WebShopper will be such an attractive resource for these buyers, and likewise for WebShopper's reseller partners.

Aligned with channel

One of Web Shopper's unique product features is the way it sorts information by product category. This not only provides an ease-of-use benefit for customers but affords a unique selling environment for product manufacturers by creating a point-of-purchase venue on various product home pages. In fact, preliminary conversations with product manufacturers suggest they view Webshopper's point-of-purchase opportunities much as they view reseller promotions, Ezequelle noted. "This is a marked change from manufacturers' traditional view of Internet marketing which has been driven more by a print or broadcast advertising model. Now we're finding that manufacturers tend to align WebShopper with the channel rather than a traditional advertising medium."

Additionally, the site has been designed so users can easily and quickly distinguish between editorial content and advertising. Editorial content appears in one color type accompanied by a byline or source and features the logo of the contributing publication. Conversely, advertising will appear in a different color of type offset by borders or ruled lines.

Although the site does not go live until mid-November, prospective customers may register by visiting the site now (http://www.webshopper.com). As of this date, some 250 potential buyers have already registered. These early registrants will be contacted by e-mail when the site is open for business.

*For more information about WebShopper, contact **Nancy Reiland**, regional advertising director, 650-267-4596, or **Catherine Bekooy**, product manager, 650-974-7421.*

Job Opportunities
Monday, September 15, 1997

REGIONAL SALES MANAGER (CIO)

This individual will be responsible for ad sales in the LA area. We are seeking a manager with 3-5 years experience in high tech publishing. Ideally, the individual will be very familiar with accounts and agencies in the LA region. Excellent communication and presentation skills a must. Knowledge of the industry is also essential. *Location: Los Angeles, CA*

Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

ASSISTANT PRODUCTION MANAGER (GAMEPRO)

This position will be relocating to San Francisco in the Fall. The individual in this position will assist the Production Manager in all aspects of the production process for a monthly publication and its ancillary products. Responsibilities include receiving and processing electronic files and trafficking transmission of the files to prepress and print vendors. Other responsibilities include providing quality control, project coordination, and staff supervision. Requires 3+ years' experience in full-color production. Advanced knowledge of QuarkXPress and electronic prepress a must. Experience with PhotoShop, Illustrator, and QPS desirable. You must be deadline-oriented, self-motivated, and able to work well with multiple departments in a high-energy work environment. *Location: San Mateo, CA*

Contact: S. Reimer, Fax: 650-349-5279, Phone: 650-286-2578, Email: sreimer@gamepro.com

BUSINESS DEVELOPMENT MANAGER (IDC)

We are currently seeking to fill a Manager of Business Development for the Services Research Group in our Framingham office. This newly created position reports directly to the Vice President of the Services Research Group and is primarily responsible for growing business in the U.S. market. Frequent contact with the press, Wall Street Analysts, and senior management at major IT corporations means the successful candidate will assume a high profile role with a number of key responsibilities. These encompass increasing the visibility of IDC's services research, collaborating with the sales force to generate new business, working closely with research analysts to fine-tune research topics, and coordinating with corporate marketing communications group. To succeed in this position, you must have a bachelor's degree in marketing (MBA preferred) as well as exposure to marketing within the high tech arena, excellent writing skills, and a genuine desire to take charge. *Location: Framingham, MA*

Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

ASSOCIATE RESEARCH ANALYST (IDC)

IDC's Investment Research Services/Custom Information Access program provides customer defined research support to a variety of organizations: brokerage firms, commercial banks, investment banks, money-managers, advertising/PR firms, technology related vendors, accounting/consulting firms, and semiconductor vendors. The program is designed to provide access to IDC's full complement of research services through a carefully managed client-support mechanism. The analyst account managers support a defined client franchise through both inquiry-on-call and proactive research support. The analyst is responsible for managing all client requests and contributing to larger research projects and initiatives. Some responsibilities include: client management, inquiry support, custom project management (client driven and program specific) and maintain knowledge of IDC products and all segments of the IT industry. *Location: Framingham, MA*

Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

INQUIRY ANALYST (IDC)

The Inquiry Analyst's primary charter is to provide IDC customers with inquiry and research support. Additional responsibilities include, client/contact information management, inquiry usage tracking, and sales and service liaison for a distinct customer set. The analyst will become knowledgeable in IDC's market research products and services and draw from these resources in supporting the customers information needs. The Inquiry Analyst will also be responsible for remaining current on information technology industry news and events. As the Inquiry Analyst will be the key interface for many customers, the following skills and traits are essential: 3-5 years of professional/business experience, demonstrated customer services skills, excellent oral and written communication skills, team player, ability to manage multiple tasks/projects simultaneously, BA/BS preferred. Computer skills and knowledge of the IT industry are helpful but not required. *Location: Framingham, MA*

Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

HR ASSISTANT (IDG)

IDG's Human Resources Services Division is seeking a customer service oriented individual to handle administrative responsibilities. Responsibilities will include: responding to employee requests for information, assisting with recruitment activity, distribution of benefits material, general administration and projects. 2 years of experience and a basic knowledge of human resources preferred. *Location: San Francisco, CA*

Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

SR. HR REPRESENTATIVE (IDG)

The IDG Human Resources Services Division has an opening for a Sr. HR Rep with strong generalist experience to work with a variety of IDG business units. Responsibilities will include: management consulting, employee relations, compensation, benefits administration, and recruiting. 5+ years of experience preferred. *Location: San Francisco, CA*

Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

AD COORDINATOR (IDG/CSG)

Coordinates the advertising function between clients, agencies, sales reps and our in-house production and billing departments. Gather and enter all data pertinent to the booking of ROP and Demographic advertising, to include: heavy telephone contact with and in support of clients, agencies, and sales offices; maintain accurate sales records and reports for management; maintain premium position records; work closely with editorial and production in creating a weekly dummy; prepare ad materials and process for shipping to the printer. Strong organizational skills, a customer service attitude and excellent phone manner required. 1-3 years experience in advertising coordination, advertising, print and production. Must be familiar with MS Office Suite, Q&A, ACT, and ACCESS.

Location: Framingham, MA

Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

ASSOCIATE ART DIRECTOR (IDG/CSG)

Associate Art Director to help develop the graphic content and direction of the magazine. Proficiency with QuarkXPress, Adobe Photoshop, Illustrator, and other such programs a must. The ideal candidate will have 2-3 years experience in four color publishing.

Location: Framingham, MA

Contact: D. Vieraitis, Fax: 650-312-0668, Phone: 650-312-0566, Email: donna_vieraitis@infoworld.com

EDITORIAL ASSISTANT (IFW)

The Editorial Assistant for Reviews and Testing ensures that department staff get the support they need so that their jobs run smoothly. This person acts as a liaison between staff and vendors, provides reader services, orders products and supplies, maintains staff timesheets, prepares operating budgets, and provides general clerical assistance. The Editorial Assistant must be an excellent communicator, problem solver and have high quality clerical skills. Excel, Word, Lotus Notes, and Microsoft Project experience is a must. *Location: San Mateo, CA*

Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: sara_barnes@infoworld.com

FINANCIAL COORDINATOR (IFW)

The successful candidate will have spreadsheet analysis experience and understand the standard accounting procedures within a Finance department. Will be able to work closely with various departments including Sales management, Human Resources, and Ad Coordination. Duties and responsibilities: prepare the ad/edit ratio report by BTC, the National ad summary report, the revenue 30/60/90 forecast, and the CW/IFW weekly report. Calculates commissions monthly, monitors the sales expenses, helps prepare the board package, tracks and monitors the Travel and Expenses for each sales rep, and tracks merchandise credits and prepares status reports. Accounting or finance background and 1-2 years spreadsheet analysis experience. Publishing business experience a plus.

Location: San Mateo, CA

Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

IMPACT MARKETING SALES REP (IFW)

Responsible for prospecting, maintaining, and increasing sale of ad pages and share-of-market advertising space for InfoWorld in both our print and "electric" Impact Marketing editions. The territory will consist of the western states. At least 5 years in computer publication ad sales necessary. Bachelor's degree or equivalent experience. High level client and agency contacts required.

Location: West Coast

Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

REGIONAL SALES MANAGER (IFW)

Senior level position with outside sales experience responsible for maintaining and growing advertising (print and electric) space/revenue with major high-profile corporate accounts. Additionally this person will also be responsible for prospecting new accounts. Must develop a thorough understanding of the PC market and InfoWorld's position and value in that market. Responsibilities also include training and managing an Account Executive and Sales Associate. *Location: San Mateo, CA*

Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

RECRUITMENT ADVERTISING SALES REPS (2) (NW)

Network World is looking for 2 additional sales staff to join their Recruitment Sales department. Working as inside sales reps each will be responsible for handling an assigned territory. A strong telephone presence is required to handle daily maintenance of client files/contacts. The ability to speak to the Network and IS worlds as well as the ability to develop creative telephone campaigns is required. Qualified candidate will be self motivated, organized, and have 3 or so years of related sales experience. *Location: Framingham, MA*

Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

ACCOUNT MANAGER (PC GAMES)

The hottest area in high-tech is computer gaming! PC Games (relocating to San Francisco in the Fall) is seeking a high energy individual to develop new business in print and Web advertising. Working closely with our regional sales managers, this position requires previous advertising sales experience, excellent telephone prospecting and communication skills, and a passion for extraordinary customer service. We are looking for a detail-oriented team player who enjoys the fast pace and challenges of a dynamic and FUN sales environment. *Location: San Mateo, CA*

Contact: J. Knapp, Fax: 415-349-8532, Phone: 415-286-2502, Email: -NA-

ADMINISTRATIVE ASSISTANT (PCW)

To provide traditional administrative support, customer service, general office and sales assistantship as needed. Must have professional phone manner, be highly organized, have great attention to detail, able to prioritize and juggle multiple tasks in a fast paced environment and in general be an all around team player. Proficient in Windows95, Word for Windows, Excel, PowerPoint and Lotus Notes preferred. Minimum of 1 year clerical experience required. Prior publishing or advertising background experience a plus. *Location: Rochelle Park, NJ*

Contact: W. Silverman, Fax: 201-712-9786, Phone: 201-587-0090, Email: wayne_silverman@pcworld.com

MANAGER, HUMAN RESOURCES, PC WORLD ONLINE SERVICES GROUP (PCW)

Reporting to the VP/HR and providing guidance and assistance to the Publisher, the Manager of Human Resources will serve as an expert resource and business partner for IDG's fastest growing business, PC World's Online Services Group (OSG). He/she will be expected to deliver client-centered personnel services, and design, propose and implement creative and cost-effective staff management solutions which measurably contribute to the achievement of OSG, PCWCI, and IDG's business goals. 5+ years HR generalist experience, with emphasis on training and staff development, recruitment, compensation, and benefits administration. Previous publishing/communications/media or Internet-based start-up experience desired. Candidates should possess outstanding analytical, interpersonal and communications skills, have a good operational understanding of finance and accounting principles, and be able to quickly master IDG programs, systems and procedures. Graduate-level HR management and general business studies (or equivalent equperience) helpful but not required. *Location: San Francisco, CA*

Contact: R. Willoughby, Fax: 415-974-7316, Phone: 415-978-3205, Email: richard_willoughby@pcworld.com

ACCOUNT REPRESENTATIVE/EXECUTIVE (4) (PCW/ONLINE)

The role of this position is to sell and service existing and new customers within an assigned geographic territory for PC World Online Services Group and work in tandem with a field sales representative targeting tier 1 accounts. This person will assist the field sales representative in sales intelligence gathering, prospecting/cold calling, and customer service in a defined group of accounts which they share. A bachelors degree or equivalent experience. Excellent writing, verbal and communications skills with 2-3 years sales or agency experience. Computer industry and online knowledge required. *Location: San Francisco, CA*

Contact: D. Templin, Fax: 415-442-1891, Phone: 415-267-4508, Email: diane_templin@pcworld.com

EDITORIAL ASSISTANT (PUBLISH)

Publish is searching for a dynamic Editorial Assistant. The successful candidate will perform administrative and support tasks for the edit and art departments. Responsibilities include fact checking editorial material, processing invoice and other accounting functions, fielding reader calls, opening mail, and special projects. Candidate must have excellent organizational skills and a good eye for detail. Experience with Word and Excel a must; 2-4 years in an administrative role preferred. *Location: San Francisco, CA*

Contact: M. Naman, Fax: 415-975-2613, Phone: 415-978-3296, Email: mnaman@publish.com

CUSTOMER SERVICE REPRESENTATIVE (WEB SHOPPER)

The CSR will service as the primary point of contact for all customer inquiries regarding our computer hardware commerce website. Communication will largely be in written form but may require some telephone exchanges as well so the successful candidate should possess strong writing skills and good verbal skills. The position will also require some familiarity with basic computer hardware, operating systems, and Internet browsers. Experience with Lotus Notes and Excel is desired. *Location: San Francisco, CA*

Contact: B. McCurdy, Fax: 415-975-2616, Phone: 415-974-7393, Email: bruce_mccurdy@webshopper.com

IDG
WEBSTER™...IDG'S CAPTAIN OF INFORMATION
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize — $1,500 **Runner Up — $1,000**

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ____________________

Applicant's Name: ____________________

Position referred to: ____________________

Company Name: ____________________

Referred by: (Employee Name) ____________________

Company Name: ____________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ____________________

Company Name: ____________________

Referred Employee: ____________________

Company Name: ____________________

Date of Hire: ____________________

Ninety Day Date: ____________________

Charged to BU/Department# ___-___-_____-50300-___

H.R. Signature: ____________________

Bonus check to be given to: ____________________

Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com — IDG Careers

IDC Ranks Countries' Progress Toward IT Economy

The U.S. is still the most information-empowered of the 55 industrial and emerging nations surveyed for the Information Society Index (ISI). Conducted by IDC and World Times, the ISI ranks the developed and developing countries that account for over 99% of all IT expenditures annually.

Despite the handful of backsliders, "we are pleased that the overall direction of change in the past year has been so overwhelmingly positive," said **Donald Bellomy**, director of Worldwide Market Studies at IDC. "On the average, ISI scores were 7.5% higher than in 1996. This bodes well for the citizens of these countries who are finding greater opportunities to access and contribute to the global information revolution."

ISI measures 20 variables to provide a single indicator on countries' progress toward an IT-driven economy. The variables fall into three infrastructures: social (school enrollment, civil liberties, etc.), information (telephone lines per household, cellular phones per capita, etc.) and computer (PCs installed per capita, percentage of networked PCs, software/hardware spending, etc.). For more information on the study, contact IDC Senior Marketing Manager **Lisa Bloom** at lbloom@idcresearch.com.

EXCERPTS FROM THE ISI

- **The U.S. continues to lead the list by a wide margin. Its Index score was 4,987, almost 1,400 points higher than Finland, this year's second-place finisher.**
- **Japan showed the most improvement in terms of percentage growth, with a 35% higher score in computer infrastructure and a 19% gain in its overall Index score.**
- **Barring Sweden, Scandinavian countries also had strong scores, but Germany, New Zealand, Sweden and Mexico saw their 1997 ISI scores drop from 1996.**

IDG CENTRAL

continued from page 1

These three new resources join the previously released U.S. Computer Advertising Market Report, The European Computer Advertising Market Report and The Competitive Updates in the Research section of the IDG Central Web site.

These online resources are designed to provide a wide variety of competitive information to IDG personnel. They are accessible via the Internet 24-hours-a-day, from anywhere in the world. According to **Allison Stamm**, director of Competitive Analysis, "The intelligence resources we have within IDG are quite vast — it's making them readily available in a cost effective manner that is the challenge. Hopefully these new content areas will be a step in the right direction."

If you have any questions or would like more information about these resources, please contact Allison Stamm at IDG Research Services or email Allison_Stamm@idg.com.

RESEARCH AT YOUR FINGERTIPS

ON LOTUS NOTES: Contact your Systems department or Notes administrator to add the databases "Top U.S. IT Advertisers," "Top EMEA IT Advertisers," and "Business Intelligence Library" to your workspace. If your Notes administrator requires additional information, please have him/her call IDG Global Communications at 650-524-5700 or email globalcomm@idg.com.

ON IDG CENTRAL WEB SITE: Go to http://idgcentral.com. If you don't have a login for the site, contact IDG Global Communications at 650-524-5700 or email globalcomm@idg.com. You may also request a login online at the Web site. Just click on the link "Request a Login."

Once you have a login, you can find the new research resources in the "Research" section of IDG Central.

LAST CHANCE TO FIND PAT!

Click for a question
Contest
IDG CENTRAL

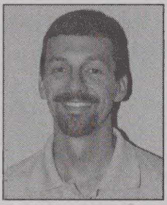
Reminder! The Find Pat contest is still on at the IDG Central Web site! Here's your chance to win a U.S. Robotics PalmPilot PDA. If you don't have a login, this is a great time to get one. Go to http://idgcentral.com and click on the "Request a Login" link. Or call 650-524-5700. The contest ends Sept. 19!

PHOTO CALENDAR DEADLINE EXTENDED!

Judging for the 14th annual IDG Employee Photo Calendar contest will take place on Monday, Sept. 29. Any photos received at the *IDG World Update* office by Friday, Sept. 26 will be included in the judging. You may submit up to two color or black-and-white prints or slides. Questions? Contact Penny Winn at penny_winn@idg.com.

NOTEWORTHY

PROMOTIONS


IDG WORLD UPDATE

SLATER

CIO's **Derek Slater** has been promoted from staff writer to senior writer. "Derek is a leader among the staff in his predilection for technology-heavy stories, and his understanding of such arcane technologies as Unix, NT servers, fault-tolerant processing and (gulp) mainframes is a very valuable asset," said **Rick Pastore**, *CIO* executive editor.

IDG WORLD UPDATE

WAILGUM

Previously an editorial assistant at *CIO*, **Tom Wailgum** has been promoted to copy editor. "Tom has shown a knack for keeping an eye on the nitty-gritty details while balancing the need to meet deadlines" said **Cheryl Asselin,** *CIO* editorial production chief. "An example of his most recent work was the *CIO 100* chart, traditionally a copy editor's responsibility. He managed to do it accurately and consistently, following up on it even after his responsibility was over."

Gena Haas recently made the move up from senior account executive to district sales representative for *Computerworld* and will be responsible for ad sales in Northern California, Idaho, Montana, Nevada and Wyoming. "Gena uses innovative thinking and comprehensive market knowledge when dealing with every client. She is one of *Computerworld*'s best consultative partners for furthering client marketing and sales goals," said **Peter Weedfald**, *CW*'s senior vice president and publisher.

NEW EMPLOYEES

Philip Hall is the new editor at *Thai Computerworld*. He has previously worked in the U.K. for Hewlett-Packard, Apollo and Encore Computers and has been in Thailand since 1993. Prior to joining *TCW* he was the sub-editor of *Thailand Times*' telecom supplement.

Tanaka Hiroyuki has joined IDC Japan as director of marketing. He previously worked as a controller for one of Japan's biggest retailers of women's apparel.

Mark Hall has joined IDC's Information Systems department as manager, Operations and Help Desk services. Hall comes to IDC from Oracle, where he was responsible for client/server networking and Help Desk services for Oracle's Education division. He has a B.A. and graduate degrees in historical musicology and harpsichord/organ performance from the Universities of Georgia, Michigan and Freiburg, Germany. He is an active pianist and harpsichordist and is looking to organize a permanent chamber ensemble in Boston's MetroWest area.

The Web has signed **Mark Crafts** as its Western ad director. He was previously district sales manager for *Windows* and *PC/Computing* magazines. He has a B.S. in business administration from the University of Delaware. Outside the office he is the founder and owner of the independent recording label Blue Hen Records.

Ed J. Dorrington is now WebShopper's MIS manager. He was previously manager of technology at K-III Media where he handled all aspects of strategic technology directions. He has a degree in politics from the University of California/Santa Cruz and likes to cook, travel, scuba dive and write outside the office.

InfoWorld has made several new hires. **Nelson Smith** joins the staff as a recruitment advertising account manager where he will be responsible for building the Enterprise Careers, Midwest Region. Smith earned a B.A. in Latin American Studies from Tulane University and enjoys sports and music in his spare time.

Cathy Krizik is now *InfoWorld*'s design director. She was previously art director at *LAN Times* magazine, published by McGraw-Hill. She earned a B.A. in art history from Bard College and enjoys hiking and tennis outside the office.

Coming on board as a sales associate in Framingham, Mass., is **Kristen Pomer**. Prior to joining *Infoworld* she was a media coordinator at Freeman Associates in Wellesley, Mass. She has a degree from Boston College in English and communications.

IDG WORLD UPDATE

MITCHELL

Meg Mitchell joins *CIO* as a copy editor. She comes to the magazine from *Editor & Publisher Interactive* in New York where she was a Web and HTML assistant. She has a B.A. in English literature from Providence College and an M.A. from New York University. She also attended Oxford University's Blackfriars Program.

IDG WORLD UPDATE

HAAS

Most recently a senior designer at Silver Burdett Ginn, an educational textbook publisher, **Terri Haas** is now a graphic designer at CIO. She has a B.S. in graphic design from Rhode Island School of Design. In her free time, Terry is a movie buff and a novice violinist.

IDG WORLD UPDATE

ROY

CIO also welcomes its new advertising sales associate **Stephanie Roy**. She previously worked for Data Arts and Sciences, an information services staffing firm. She enjoys running and outdoor sports in her free time and recently completed her first 5K road race.

TRANSFERS

Shannon Dempsey has signed on with *Network World*'s West Coast office as sales operations administrator. She will be responsible for managing the day-to-day operations of the office. Shannon was most recently an account executive at *Computerworld.*

WHO'S NEW?

All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Jane Creighton - IDG

TEN YEARS
Laurel Peddie - InfoWorld

NINE YEARS
Betten Tallerås - IDG Norway

EIGHT YEARS
Asle Reium - IDG Norway
Earlene Sabin - IDG
Christina Olschlager - IMS Germany

SEVEN YEARS
Teresa Lui - IDG Hong Kong
Niklas Mattson - IDG Sweden

SIX YEARS
Arnie Stalheim - IDG Norway
Juan Solis Reyes - IDG Mexico
Jennifer Ramirez - IDG Books

FIVE YEARS
Henrik Ulrichsen - IDG Norway
Mary Martin - FCW

FOUR YEARS
Katrin Eide - IDG Norway
Fulya Cetin - IDG Turkey
Thomas Vahey - IDG
Barbara Schwab - IDG
Sherry Gomoll - IDG Books

THREE YEARS
Gena Haas - Computerworld
Emily Dineen - Computerworld
Eddie Babasa - IDG Books

TWO YEARS
Karel Taschner - IDG Czechoslovakia
Leah Cameron - IDG Books
Sunita Sabharwal - IDG Books
Constance Carlisle - IDG Books
Ronald Ratoff - IDG Books
April Whitney - IDG Books
Jacqueline Mailloux - IDG Hong Kong

ONE YEAR
Shad Poole - Web Publishing
Jan Mittelbach - IDG Czechoslovakia
Andrea Spear - IDG Books
Marc Ricketts - IDG Books
Daniel McLaughlin - IDG Books
Ingeborg Pemberger - IDG Germany

IMS/EMEA Football Squad Squashes Media Foes

IDG Marketing Services/Europe, Middle East and Africa fielded a football [aka soccer in the U.S.] team that finished second out of 50 teams in the prestigious Advertising 'Five-a-Side' competition this summer.

Organized by Creative Circle, the match attracted teams from all the major advertising agencies and media owners in the U.K.

The team, nicknamed "Football for Dummies" was unbeaten in the early rounds. According to **Baiju Nakarja** (team captain, goal keeper and IMS/EMEA finance manager), "For a team that had never played together before it was quality stuff. We employed a decentralized strategy, keeping it tight at the back (defense was primarily made up of finance and accounting) with creative, skillful play up front (offense consisted of sales and client service), held together beautifully by innovative midfield play (marketing). We succeeded on the field by replicating our office roles."

Wins against DMB&B and Saatchi & Saatchi led to a spectacular win in the semi final against AMV/BBDO. "Our success was due to brilliant goalkeeping from the captain and scoring more than we let in," said **Andy Hart**, midfield/attack and IMS senior vice president.

Tiredness showed in the final as the team had played five games back to back. Opponent GGT was well rested following an early qualifying round, and that advantage clearly showed by the performance and result. However, to reach the final from 50 teams is a fantastic achievement that does IDG proud.

THE IMS/EMEA FOOTBALL TEAM (OR SOCCER TEAM, *depending which side of the Atlantic you find yourself on) finished second in the competition but first in the hearts of IDG fans. (Back, l-r:) Anton Newfield,* ***Paul Shalet*** *(IMS), Kwame Abebrese,* ***Malcolm Peder*** *(IMS),* ***Andy Hart*** *(IMS). (Front, l-r:) Steve White,* ***Baiju Nakarja*** *(IMS), Biraj Nakarja.*

IDG's goal in the final was scored by IMS Finance and IT Director **Malcolm Peden** who chased back in defense to tackle an opponent on IDG's goal line to steal the ball, beat two players and shoot from the halfway line. The ball left Malcolm's right foot like a bullet and screamed into the top-left corner of the net.

"We turned up for fun and went all the way. Great teamwork is truly unbeatable, IDG has shown that yet again," said **Paul Shalet**, midfield/attack and senior vice president/sales.

Thanks to Andy Hart for submitting this article.

CELEBRATING 10+

Mary Brandel

HOME: Norfolk, Mass.

JOINED COMPUTERWORLD: June 1986 as a copy editor.

CURRENT TITLE: Executive editor, *Computerworld Emmerce*.

MOST CHALLENGING PART OF YOUR JOB: A toss-up between staying warm in our well-air-conditioned building and trying to do the best job in the face of resource and time constraints.

BEST PART OF YOUR JOB: There's always a sweater on someone's chair. I also still love the moment when the design of a publication starts to become real. The collaboration between designer and editor is really gratifying.

FIRST JOB: Throughout high school and college, I worked at Friendly's, complete with uniform: a 100% polyester blue-herringbone dress with a bow tie and apron. And a hairnet.

JOINED IDG BECAUSE: No uniforms! My other option was to work at a book publisher, and with those salaries, I probably would have had to moonlight again as a Friendly's waitress.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? My mentality is more of the long-distance runner than the sprinter. (Not that I run, of course.)

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: Ask to be my agent.

MOST REWARDING THING YOU'VE EVER DONE? Raising our one-year-old son. (Don't all parents say that? It's true, though.)

WHAT OTHERS CAN'T TELL JUST BY LOOKING AT ME: I'd love to play the role of Martha in *Who's Afraid Of Virginia Woolf?* with coaching from Elizabeth Taylor.

IDG CHAIRMAN PAT McGOVERN ESCORTS CW'S MARY BRANDEL *to dinner at Boston's Ritz-Carlton in honor of her 10-plus years of service to the company.*

RETIREMENT DREAM: Sell the house, rent a Winnebago, travel the U.S. and really embarrass the kids when we visit.

MANAGER'S PROFILE: "Mary's many contributions on content and story presentation make her an invaluable asset to *Com-puterworld*'s Magazines Group. She built our emmerce magazine/Webzine into a thought-provoking bible for those building electronic commerce environments. And she carefully crafted the Global Innovators Series, which publishes in over 30 IDG affiliates worldwide, into a must-read manifesto for multi-nationals seeking to think globally while acting locally. Her leadership-by-example work ethic and tireless pursuit of editorial excellence are inspiring to all who interact with her. And most importantly, she's fun to work with!

—***Alan Alper***, *editor, Computerworld Magazine Group*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

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Volume 27, Number 38
September 22, 1997

PC WORLD (U.S.) AND PC WELT (GERMANY) ARE CIRCULATION LEADERS IN THEIR MARKETS
PAGE 2

ON LINE: PAUL PASTRONE, IDC'S GROUP VICE PRESIDENT, LATIN AMERICA RESEARCH
PAGE 3

INFOWORLD CONFERENCE GROUP REBORN AS IDG CONFERENCE MANAGEMENT CO.
PAGE 5

IDG WORLD UPDATE

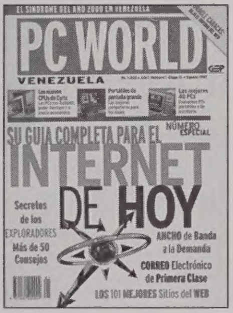
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

PCW Venezuela Strikes Pay Dirt

New publisher capitalizes on one-day national strike to garner media attention

The day *PC World Venezuela* relaunched, the entire country came to a stop. Were all 14 million citizens reading the August issue?

Actually, it was a wildcat, one-day national strike in early August that paralyzed Venezuela, but IDG's new publishing partner in Caracas used the interruption to its advantage. Claiming that the company had stopped the entire country to announce the new publication, Grupo Editorial Producto President **Raul Lotitto** drew excellent media coverage for the launch that included articles in all the major dailies.


EL SINDROME DEL AÑO 2000 EN VENEZUELA
PC WORLD
VENEZUELA
SU GUIA COMPLETA PARA EL
NÚMERO ESPECIAL
INTERNET DE HOY
Secretos de los EXPLORADORES
Más de 50 Consejos
ANCHO de Banda a la Demanda
CORREO Electrónico de Primera Clase
LOS 101 MEJORES Sitios del WEB

More than 100 top officials from major vendors braved the inconveniences brought on by the strike and attended the launch party in a downtown Caracas club complete with music and light shows. International Publishing Services President **David Hill**, who oversees licensing for IDG, noted that it was one of the best launches he had ever seen.

• CONTINUED PAGE 4 •

IDG World Expo Announcements Underscore Focus on Growth

Since assuming the post of president of IDG World Expo last month, **Kerry Gumas** has been focusing on readying the group to take advantage of the tremendous opportunities he sees for the growth of the events business worldwide.

"IDG currently produces more IT industry conferences and exhibitions in more countries than any other organization," Gumas said. "These events are produced up to the highest standards of quality and professionalism in the industry by our network of events-producing companies and professionals."

And Gumas says it is the mission of IDG World Expo to build on the company's global leadership in this field.

"We aim to be very competitive in investing in the continued launch of our existing branded events into new geographic markets and in the launch of brand-new events to serve the industry worldwide," he said.

IDG WORLD UPDATE

KERRY GUMAS IS LOOKING TO DEVELOP *profitable partnerships to successfully launch new businesses.*

To that end, IDG World Expo last week announced that the InfoWorld Conference and Media Group would join the network of IDG World Expo companies, rechristened as the IDG Conference Management Co. (See story, page 5.) In addition, the company announced that the former MHA Events Management, located in Norwood, Mass., and responsible for producing such well-known IDG events as Macworld Expo, E3, ComNet and the upcoming Telecommuting & Home Office Expo in October, will now be known as IDG Expo Management.

"The change in name is an important initiative in our effort to communicate a consistent corporate identity to the marketplace," Gumas said. "This underpins our business development strategy aimed at winning new business by communicating the unique capabilities IDG can bring to the production and management of exhibitions and conferences, the access we can provide to the global marketplace and the benefits we can create through these events for IT companies, organiza-

• CONTINUED PAGE 5 •

IN BRIEF

PC World Wins Circulation Excellence Award

Best-circulated consumer magazine hands Martha Stewart her lunch

PC WORLD
PC WORLD
BEST FREE STUFF ONLINE

ACCOMPANIED BY HER STAFF, *PC WORLD* VICE PRESIDENT *of Circulation* ***Shawne Burke Pecar*** *(far left) holds the Circulation Excellence Award.*

Martha Stewart may know how to circulate at a party, but she'd better brush up on her magazine circulation skills. *Circulation Management* honored *PC World* earlier this month with its 1997 Circulation Excellence Award for Best Circulated Consumer Magazine. *PCW* was a finalist in last year' competition but pulled ahead of incumbent *Martha Stewart Living*, making it the first time any computer title has won the award.

The U.S.' only awards program for circulation excellence, the annual competition honors magazines that show outstanding achievement, innovation and strategic performance in circulation marketing and management. *PC World* was in the category of consumer magazines with circulations of more than 1 million.

"We set high circulation goals for ourselves," said **Shawne Burke Pecar**, *PC World* vice president of circulation. "Our strategy included growing single-copy sales while increasing our cover price [to $5.95, the highest cover price for any PC publication in the U.S.], boosting airport distribution and sell-through, increasing direct mail and renewal response rates, and improving our customer service."

"Pecar and her *PC World* team have successfully continued and expanded upon strategies that have allowed for aggressive circulation growth while maintaining premium pricing and desirable demographics," noted *Circulation Management* Editor Karlene Lukovitz. "This has been achieved within a highly competitive market and at a time when the category is maturing and many computer publications are seeing a slowdown in growth."

PCW HAS LARGEST U.S. CIRCULATION OF ANY COMPUTER MAGAZINE

While bigger isn't always better, it certainly is when it comes to circulation figures. According to figures released on Sept. 12 by the Audit Bureau of Circulation, for the six-month period ending June 30, 1997, *PC World* had the largest paid circulation of any PC magazine in the U.S. and Canada. In head-to-head competition with *PC Magazine*, *PCW* came out on top. Total circulation figures for *PCW* were 1,121,049 vs. *PC Magazine*'s 1,089,622.

PC Welt Continues To Dominate German Market

PC Welt continues to substantiate its claim to market leadership as the PC monthly with the highest circulation in Germany. Well over 350,000 copies of the July 1997 issue were sold, the most since the magazine first appeared in September 1983.

PC Welt's growing circulation has shown no signs of slowing down in recent years. In the second quarter of 1997, *PC Welt* sold an average of 311,302 copies per month. That represents an increase of 524% from the second quarter of 1991, far outpacing *PC Praxis* (267% increase over the same period) and *c't* (134% increase).

Swiss Subscriptions Soar for Newly Relaunched *PCtip*

Just six months after its relaunch as a stand-alone title, the circulation for IDG Switzerland's *PCtip* has topped 13,000, a rapid and significant achievement in a small market. Staff members are aiming for 20,000 subscribers by December and 30,000 by the close of FY98.

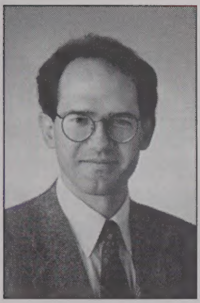
Redesigned and directed to a higher level audience of PC users than before, when it was published as an insert to a daily newspaper, *PCtip* has had similar success with its enhanced Web site (http://www.pctip.ch), which is attracting a daily average of 400 visitors.

Readers are able to retrieve new in-depth information, news flashes, tips and tricks from the *PCtip* home page.

Prospective readers can order their print subscription directly from the Web site, as the 10,000th *PCtip* subscriber did earlier this month.

Advertising clients have also taken advantage of the comprehensive Web site set up for their use.

ON LINE



PAUL PASTRONE

IDC's group vice president, Latin America research, is this week's columnist.

Paul Pastrone joined IDC nine years ago as a research intern at IDC Italy in Milan. After serving as manager of International Planning Services in Framingham where he put together IDC's first Eastern Europe study, he turned his attention to Latin America and today holds the title of group vice president, Latin America research. The group operates out of two regional offices in Miami and Mountain View, Calif., and six country offices in Argentina, Brazil, Chile, Colombia, Mexico and Venezuela.

Q Can you describe your group's charter?

A We research a broad range of IT markets, but our mission is also very specific: to maintain and extend IDC's leadership as the top supplier of market analysis for Latin America.

How did you go about building IDC Latin America from scratch to the successful business unit it is today?

We've grown quickly in both revenues and research coverage, but our overall strategy has always been pretty conservative: choose one or two new research areas each year and make sure we deliver the best possible research. It's a "quality at all costs" approach because Latin America is really a very small community. The same key individuals tend to move around from vendor to vendor, which gives the region a very long memory!

After quality and relationships, another key growth driver has been innovation. We constantly try to stay ahead of the markets, even though in some cases our products are almost overbuilt — we make sure the new study is much better than the last while trying to keep our prices constant. Luckily, our country partners have the same feeling, and we really feed off of each other's enthusiasm. Within our region, there is a great deal of sharing in terms of best practices and process improvements between countries.

What do you look for in hiring analysts?

We hire generalists with strong Latin experience. The two most important components are the "fit" with our current team, and the ability to work well with our country partners. Most training comes through direct experience on the job.

What is the outlook for Latin American IT research?

We are just beginning to see a few competitors on the horizon, but we're still years ahead in most key areas. Our traditional customers are more sophisticated and want to spend less with us, but there are many new players that are just now getting around to entering Latin America. Our growth will surely slow as the regional markets become more mature.

What are your strategies for growth?

Latin America is 3% of the world market, and we've now surpassed 3% of IDC's revenues, but we still see many ways to grow the business. We're expanding into some new areas like telecom, Internet, and more channels research and have moved to quarterly coverage for PCs, servers and printers. We'll be beefing up our coverage in Peru, Ecuador and Central America, as well.

Why did you establish an IDC regional office in Miami?

The Miami office is quickly becoming the center of gravity for our group. The established players are now committed to running Latin America operations from Miami, and new players are coming to town quickly. The other key reason to be in Miami is access to the big distributors, all of whom operate out of their Miami hubs.

What is the hottest country market in Latin America?

That's a tough one. Mexico and Brazil are both hot again, but since everyone knows how volatile these two can be, no one wants all their eggs in these baskets (recent history is bound to repeat itself soon!). I think some of the smaller countries like Colombia and Venezuela represent the best opportunities at the moment.

Is there such a thing as the "Latin American" IT market?

Yes and no, but mostly yes. The major vendors are really trying to regionalize their management and project a more consistent image across the region. The local markets are also becoming more similar in behavior, throwing off some of their previous differences and also becoming much more like the U.S. than before. That said, each country still requires a unique strategy especially in terms of marketing and competition.

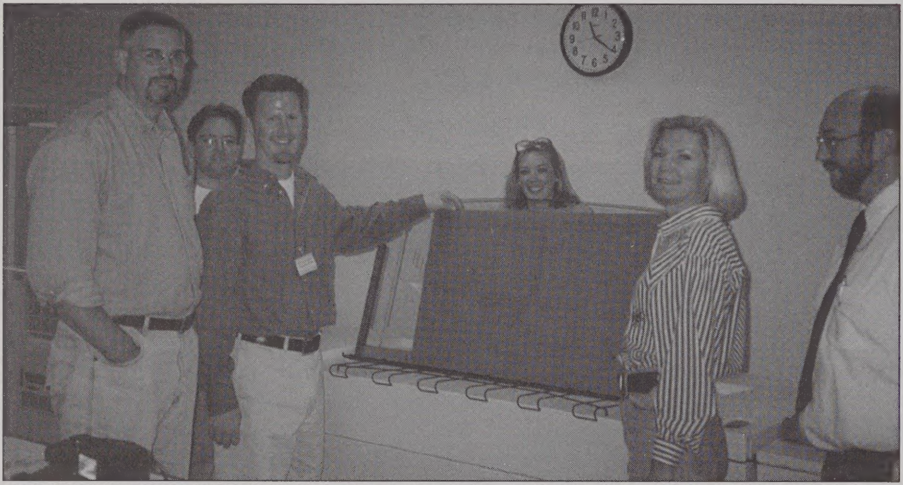
What are the three biggest trends in the Latin America IT market?

It's hard to split hairs so I'll name four. The biggest issues now are 1) the move to packaged application solutions by major users, 2) the use of Intranet technologies, 3) the development of retail and alternate channels of distribution, and 4) a heavy emphasis on real alliances between hardware and software firms — mostly as a means for both to sell more services.

What are the biggest challenges to growth in the Latin American market?

Vendors are struggling to modernize their distribution approaches. Most have well-developed channel relationships which, for better or worse, must be altered to meet new market realities. This is a painful process, but one that is becoming more accepted as a common need both at the regional and country level.

Macworld Harnesses Digital Technology For Timely Coverage



MACWORLD* PRODUCTION STAFF MEMBERS (L-R) CLAY HABERMAN, BRIAN MULLIN, *David McAferty, Anne Foley, Cynthia Neustadt *and Jeff Fette from Brown Printing set another plate at the platesetter.*

Macworld magazine printed 64 pages of its 190-page October issue "computer-to-plate" and took advantage of this new technology to transmit redesigned covers to the printing plant the day before the issue was bound in order to cover Steven Jobs' announcements at last month's Macworld Expo.

"Our 64 pages of computer-to-plate forms were 100% digital; no film was involved at any stage of the process," said **Anne Foley**, *Macworld*'s vice president of manufacturing. "Prior to computer-to-plate you'd traditionally create a page in Quark, output it to film and then expose the film image to a printing plate. In computer-to-plate you eliminate the film process. You image the plate digitally from the electronic files using a laser light."

The 64 pages were transmitted to Brown Printing in Waseca, Minn., on Monday, Aug. 6, and the *Macworld* production staff flew from San Francisco to Waseca on Tuesday to be there for the Wednesday morning press runs. The plates were imaged, and the staff went over the press signatures with a fine-toothed comb.

"We were seated in one of the plant's viewing rooms looking over the signatures and had the TV on in the background to hear the announcements at [Macworld Expo]," she continued. "At the same time, we were on the phone with the art and editorial staff back in San Francisco discussing the October cover. It was decided we would run a different cover, so while the art department worked on the cover, we finished approving the computer-to-plate runs. At the end of the day, the art department put the cover on our server in San Francisco, and we remotely picked it up and put it on the server at Brown so they could process the page. We then went to press with the new cover.

"The digital workflow has saved us time," Foley said, "and has allowed us to cover late-breaking stories. We will continue to run computer-to-plate forms and increase the number of forms until we have the entire book computer-to-plate."

Not only has the computer-to-plate process saved *Macworld* time, it has also produced significant cost savings. "We've brought our average page cost down from $183 per page about five years ago to $38 a page with computer-to-plate today," Foley said.

Foley and her staff have been working for three years to convert the magazine's advertisers to a digital format, and currently 75% of its advertisers and 100% of its editorial content is digital.

PC WORLD VENEZUELA

continued from page 1

"Raul and his group are extremely well-regarded and will certainly be very successful," Hill said.

Grupo Editorial Producto leads the Venezuelan market in business and financial publications. *PC World Venezuela* is the company's first venture into IT publishing, and the staff is also producing *PC World Colombia* from the Caracas office with an ad sales representative based in Bogota.

PC World Venezuela has a circulation of 10,000. Until this spring, before the license was signed with Grupo Editorial, it had been published with centralized production and editorial services from IDG Latin America in Miami. Now, like the other eight Spanish-language *PC World* publications in Latin America, it is locally produced and written and includes the core editorial package provided by the *PC World Latin America* staff in Miami.

Calling All Volunteers!

Do you devote some of your free time to a neighborhood project? Do you know of an IDG colleague who is involved in community service? *IDG Word Update* is planning to run a series of brief profiles of employees who are active volunteers.

Being of service to others and to society takes so many forms. Whether it's literacy training, serving food at a homeless shelter, chairing the local school committee or fundraising for an arts organization, let us know what you (or someone in your office) is up to. Contact the *IDG World Update* editors at tel: 617-423-9030, fax: 617-423-0712 or via the Internet at: world_update@idg.com.

IDG
INTERNATIONAL DATA GROUP

Job Opportunities
Monday, September 22, 1997

ACCOUNT EXECUTIVE - STRATEGIC ACCOUNTS (EAST) (IDC)
IDC is seeking an outside sales professional to sell IT decision-support research services to senior industry executives. Specific duties include: prospecting, qualifying, presenting, handling objections and closing new business accounts in the East Coast. Excellent prospecting, telephone and presentation skills are required. Strong communication and negotiation skills and a BA/BS are necessary. The successful candidate will be assertive and will possess the ability to be self-motivated and self directed. This is an entry level position requiring 1-3 years of sales experience and 25-30% overnight travel. Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

ACCOUNT EXECUTIVE - STRATEGIC ACCOUNTS (WEST) (IDC)
IDC is seeking an outside sales professional to sell IT decision-support research services to senior industry executives. Specific duties include: prospecting, qualifying, presenting, handling objections and closing new business accounts in the Northern California area. Excellent prospecting, telephone and presentation skills are required. Strong communication and negotiation skills and a BA/BS are necessary. The successful candidate will be assertive and will possess the ability to be self-motivated and self-directed. This is an entry-level position requiring 1-3 years of sales experience and 25-30% overnight travel. Location: Mt. View, CA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

SR. ACCOUNT EXECUTIVE - GROWTH ACCOUNTS (WEST) (IDC)
IDC is seeking an outside sales professional to sell IT decision-support research services to senior industry executives. Specific duties include: prospecting, qualifying, presenting, handling objections and closing new business accounts in the Northern California area. Excellent prospecting, telephone and presentation skills are required. Strong communication and negotiation skills and a BA/BS are necessary. The successful candidate will be assertive and will possess the ability to be self-motivated and self-directed. This position requires 4-6 years of sales experience and 25-30% overnight travel. Location: Mt. View, CA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

SR. ACCOUNT EXECUTIVE - STRATEGIC ACCOUNTS (IDC)
Seasoned, experienced sales professional wanted to become part of the IDC Consulting Strategic Accounts sales organization. Substantial high technology industry experience required. Position has sales responsibility to significant customers in the software, communications and hardware industries. Responsibilities include working in tandem with regional sales teams to develop and sell custom research services, working closely with Research staff to develop and close custom consulting opportunities. Position, based at IDC/West in Mt. View, CA, requires approximately 20% overnight travel and reports to Sales Director, Consulting Sales for Strategic Accounts. Location: Mt. View, CA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

APPLICATIONS ANALYST (IDG)
This is the ideal job for an accountant or business analyst looking for a career change. If you are interested in learning technology and like working with your computer, this is the ideal position for you! Provide support to our divisions for financial systems, including Accounts Receivable, Order Entry and Billing, GL, AP and FA. Implement new technologies to update and enhance our systems. We use multi-dimensional and relational databases, SQL and DDS reporting tools, WEB technology, and COLD technology. Strong business and accounting skills, excellent interpersonal skills and a love of change are requirements for this job. It is a challenging, fast-paced environment, working with an excellent team in the IS group. You must be able to manage priorities and make decisions. You will learn something new every day! Location: Framingham, MA
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: -NA-

FACILITIES MANAGER (IDG CENTRAL SERVICES)
The ideal candidate for this position will be responsible for management of space planning and reconfigs, construction, building operations and furniture purchase, as well as providing quality customer service, vendor services, managing a health/safety program, and administering budgets. This position requires a business degree along with applicable work experience, or 4-6 years experience in managing facilities services. A thorough understanding of space design, construction planning, and estimating practices is essential. Familiarity with purchasing and accounting principals. Previous supervisory experience is a must. Location: San Francisco, CA
Contact: S. Heistand, Fax: 415-543-3984, Phone: 415-978-3358, Email: -NA-

VP/DIRECTOR OF ONLINE BUSINESS DEVELOPMENT (IDG.NET)
This executive is responsible for the development and sales of online products via IDG.net and the Global Web Ad Network (GWAN), including: paid content streams; IDG-wide licensing opportunities; network advertising buys; paid online and print subscription sales; and circulation development opportunities. Manages the GWAN sales and marketing effort (coordinating with IMS) and the IDG.net audience development effort. Requires significant sales and business development background, with focus on online. Licensing experience extremely helpful. Direct reports: GWAN as sales rep and audience development analyst. Location: San Francisco, CA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

PUBLICITY ASSISTANT (IDG/B)
Responsible for updating media databases, running media lists for mailings, and coordinating all aspects of mailing. Will also produce clipping reports/summaries, maintain video and audio publicity files, and develop/maintain media tracking report on PR results. Must have good computer skills, organizational ability, and excellent communication skills. Location: Foster City, CA
Contact: A. Patton, Fax: 650-655-3206, Phone: 650-655-3230, Email: cajobs@idgbooks.com

DESIGN MANAGER (IDG/B)
Will manage the in-house book design process as well as maintain freelance design sources. At least 3 years experience in book design necessary. Will manage a small staff and act as a liaison with internal departments. Must have a thorough knowledge of QuarkXPress, PageMaker, and Photoshop; Portfolio necessary. Location: Foster City, CA
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: dharris@idgbooks.com

GRAPHICS TECHNICIAN (IDG/B)
Will organize the files and insure all necessary graphical elements for placement are available for Page Layout. Convert, manipulate, size, and edit graphics. Assist Page Layout Technicians in corrections of figures during production layout cycle. Provide quality control and improvement of quality by troubleshooting problematic graphics and graphic process. Must be Macintosh savvy with knowledge of QuarkXPress, Adobe PageMaker, Adobe Photoshop, Freehand, and Illustrator. Location: Foster City, CA
Contact: L.Young, Fax: 650-655-3206, Phone: 650-655-3230, Email: -NA-

HTML TECHNICIAN (IDG/B)
Responsible for efficiently converting selected QuarkXPress chapters to a pre-determined HTML format (or other electric format) for placement on the IDG Website and CD products. Will scan reflective artwork as needed, convert screen captures and graphics to a determined size and format, and edit/correct HTML pages. Expected to act as a backup for Page Layout Technicians and Graphic Technicians in overflow situations. Must have 2 years in Web Page development and a thorough knowledge of QuarkXPress, HTML, Acrobat, and Pagemill (or other HTML editors). Location: Foster City, CA
Contact: L.Young, Fax: 650-655-3206, Phone: 650-655-3230, Email: -NA-

PRODUCTION QUALITY CONTROL SPECIALIST (IDG/B)
Will be responsible for the consistency, accuracy, and quantity of books during the production cycle until release of the books to the printer. Requires a detail oriented organized person who can handle a high volume of work with few errors. Should have proofreading skills, be computer literate with working knowledge of graphics and page layout software. Location: Foster City, CA
Contact: L.Young, Fax: 650-655-3206, Phone: 650-655-3230, Email: -NA-

PROJECT COORDINATOR (IDG/B)
Act as a liaison between editorial and production on issues of schedule, process, design, proofreading, and page review. Will assure that all editorial aspects of the job are ready to go by the manuscript submission date. Oversee freelancers, work with page layout technicians to ensure timely completion, and keep manufacturing informed of the processes. Some page layout may be necessary during peak periods. Must have 2-3 years publishing experience, expert level knowledge of page layout software and process involving QuarkXPress, Adobe PageMaker, Macromedia Freehand, Adobe Photoshop, and 4-color pre-press issues. Team player, excellent organization, and communication skills. Location: Foster City, CA
Contact: L.Young, Fax: 650-655-3206, Phone: 650-655-3230, Email: -NA-

QUALITY CONTROL MANAGER (IDG/B)
Will plan, schedule, and manage the book production process for computer trade books. Must have a proven track record for on-time ship to printer date. Minimum 3 years book experience. A thorough knowledge of QuarkXPress, PageMaker, and MS Office. This position will supervise and have budget responsibilities. Location: Foster City, CA
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: dharris@idgbooks.com

CUSTOMER SERVICE REPRESENTATIVE (PCW/ONLINE)
PC World Online Services Group is seeking a conscientious, detail-oriented individual with strong communication skills and a solid PC background to assist in responding to and tracking customer service-related electronic mail for our various websites and products, including PC World Online, Tip World, Dummies Daily, and our new premium subscriptions services. The ideal candidate will have 2 to 3 years business experience with a minimum of 1 to 2 years working in a customer service related field. Proficiency in Excel as well as previous experience using electronic mail on an extensive basis are both required. Working knowledge of Lotus Notes, Netscape Navigator, and Microsoft Internet Explorer highly preferable. A bachelor's degree is also preferred.
Location: San Francisco, CA
Contact: M. Green, Fax: 415-974-7491, Phone: 415-975-2680, Email: mark_green@pcworld.com

ASSOCIATE EDITOR (WEB)
We are currently seeking an Associate Editor for SunWorld. This individual will work closely with the SunWorld Editorial staff to develop and edit timely, high quality editorial copy, and act as a representative at tradeshows, press conferences, seminars, and similar events. The individual in this position will be responsible for a variety of editorial tasks such as, writing and editing news, serving as final editor of requested columns, participate in development and implementation of the editorial calendar, oversee news article development, evaluate incoming outlines and manuscripts for publication, establish and maintain relations with new and contributing authors, overseeing outside columnists and freelancers, administering special projects as required. The successful candidate must be adept at meeting deadlines, produce quality editorial contributions, and have the ability to interact effectively with the editorial staff and authors. Editorial experience in computer journalism, and publishing, and a working knowledge of the UNIX workstation industry with emphasis on applications, programming, and technologies, excellent writing, journalistic, analytical, and phone skills strongly preferred. Location: San Francisco, CA
Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: eric_cormier@idg.com

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Places to find a complete listing of job opportunities across IDG:

1. **Lotus Notes - Job Opportunities Database**
2. **IDG Central - http://idgcentral.com**
3. **IDG Web Site - http://www.idg.com**
4. **Job Hotline - East Coast: 508-935-4406 West Coast: 418-978-3100**
5. **The World Update on the last Monday of every month**

DIRECTOR OF INTERNATIONAL ACCOUNTS/WEST (IMS)
Rapid growth and the ever increasing emphasis by IT vendors on global marketing present the opportunity for an international advertising sales position in the San Francisco-based Western US region. Given the challenging responsibility of representing the advertising sales interests of over 275 indigenous IT magazines and newspapers across 75 countries, candidates for the position must have proven ability to manage multiple priorities in an extremely time sensitive, fast paced multi-tasking sales environment. In addition to ROP sales responsibilities the DIA will be on the front line of reinforcing IDG as the world's largest and most successful provider of information services on information technology. Foreign language ability and successful international advertising sales experience for a multiple title publisher a definite plus. International diplomacy and excellent communication skills are a must.
Location: San Francisco, CA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

EDITORIAL ADMIN. ASSISTANT (MAC PUB)
This entry level position will provide administrative and editorial support for the Editorial and Art departments. Candidates must be extremely organized, have an eye for detail, be able to juggle competing demands, and be resourceful and relied upon to follow through with minimum supervision. Excellent phone manner and Mac literacy are essential. Location: San Francisco, CA
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: jobopportunities@macworld.com

DESIGN ASSOCIATE (MAC PUB)
This candidate will be responsible for the design and layout of editorial projects. He/she will create benchmarks, charts and diagrams, as well as manage assigned work coordinating with other departments. This position requires professional art and design background with at least 3 years experience in related 4-color design, excellent communication skills, and proficiency in QuarkXPress and Adobe Illustrator. Location: San Francisco, CA
Contact: E. Leishman, Fax: 415-442-0766, Phone: 415-975-2273, Email: ellie_leishman@macworld.com

LAB ANALYST (MAC PUB)
The candidate for this position will order, receive, and inventory products for evaluation. He/she will test products under the supervision of the lab staff. This position requires a familiarity with Mac hardware setup and software (esp. Filemaker). Additionally, this person must have the ability to lift up to 50 lb. on a regular basis. Location: San Francisco, CA
Contact: J. Pittelkau, Fax: 415-442-0766, Phone: 415-978-3241, Email: jeff_pittelkau@macworld.com

SENIOR ANALYST (MAC PUB)
The ideal candidate for this position will design and execute product review tests for imaging products (hardware and software) on Mac OS and other platforms. This position requires experience with digital print publishing on Mac platforms, as well as the ability to write, manage deadlines, and perform data analysis using MS Excel. Location: San Francisco, CA
Contact: J. Pittelkau, Fax: 415-442-0766, Phone: 415-978-3241, Email: jeff_pittelkau@macworld.com

SALES ASSISTANT (NW)
Network World is looking for an advertising sales assistant to work 30 hours per week to provide support for the District Sales Manager in our Austin, TX office. Responsibilities include providing excellent customer service to advertisers and ad agencies; preparing sales proposals on Microsoft Word and PowerPoint, gathering marketing and competitive research from the Web, Lexis-Nexis and other resources, generating reports in Excel, maintaining client databases in ACT, and providing general administrative support as required. Qualified candidates must have excellent written and verbal communication skills, be a quick learner, demonstrate initiative and work cooperatively with other sales assistants within the company. Mac experience preferred, Bachelors degree highly desirable. Location: Austin, TX
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

SENIOR EDITOR (NW)
Network World is looking for a Senior Editor to work on the west coast either out of their home or a NW office. Candidates should have at least 2-4 years reporting experience on information technology and a proven ability to break news. The beat we need covered will be Netscape. Location: CA
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

GRAPHIC DESIGN/MARKETING SPECIALIST (NW)
Network World's fast paced Marketing Department is seeking a team player with graphic design background to assist our Marketing Communications Manager in the creation of print and on-line projects, including direct mail, presentations, sales collateral and content/programming for marketing website. A strong attention to detail, ability to juggle multiple projects and creative skills required. Must have experience with QuarkXPress and PowerPoint. Ideal candidate will have either Illustrator, Photoshop, and HTML experience as well. Location: Framingham, MA
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

IDG World Expo Creates Dedicated Conference Group

InfoWorld Conference and Media Group reborn as IDG Conference Management Co.

What's in a name? What was once the Infoworld Conference and Media Group is now IDG Conference Management Co., a full-service information technology conference development and management company. The group will now come under the umbrella of IDG World Expo, the events arm of IDG.

"The addition of IDG Conference Management to the IDG World Expo network provides us a unique end-to-end capability to manage IT industry conferences and create new ones in partnership with our event producers and business partners," said **Kerry Gumas**, president of IDG World Expo, which produces a wide array of technology events around the world.

IDG WORLD UPDATE

THE STAFF OF THE NEWLY RENAMED IDG CONFERENCE MANAGEMENT CO. POSES FOR *a photo. From left:* ***Lisa McKeon, Gary Palmer, Donna Deuell, Meg Burns, Alexa Hanes, Kara Murphy, Lia Lorenzano, Twynya Scales, Chris Shipley*** *and* ***Donnie Burke*** *(front).*

"IDG World Expo will continue to expand its offerings across the entire spectrum of information technology," Gumas said, "and we look forward to rapidly accelerating that growth with the addition of this highly focused group to our organization."

For the IDG Conference Management Co., the name change reflects the growth of its conference activities and its plans to increase the number of events it produces. The division has a reputation for mounting industry-leading events at a time when the demand for high-quality executive-level conferences is growing rapidly.

The group currently produces a series of very successful conferences, including Agenda, DEMO and Spotlight (see sidebar, this page), in addition to managing client events such as the Netscape Developer Conference. "We will continue to run these branded-product conferences," said **Lia Lorenzano**, IDG Conference Management president.

"Our business has more than doubled in the last two years, and we have an ambitious schedule of new activities in the pipeline," Lorenzano continued. "We're close to closing a deal with Progressive Networks to produce a real-media user conference. We have numerous new-products proposals, as well as planned extensions to our branded product lines."

The organization has a staff of 10 and will be adding to that, Lorenzano said. While she said the group has no plans to move to the East Coast, it will be working in tandem with IDG Expo Management Co. (see story, page 1). "There is considerable leverage between the two event groups," she noted, adding that her group has spoken to several other IDG business units about setting up conferences for them. "That's definitely a priority, but there's nothing on the table right now."

IDG WORLD EXPO

continued from page 1

tions and the professionals we serve."

As the events arm of IDG, IDG World Expo comprises a network of independent business operating units including IDG Conference Management, IDG Expo Management, Internet Commerce Expo, IDG World Expo companies in Japan and Asia and Event Travel Services.

For more information, contact Gumas at kerry_gumas@idg.com.

IDG CONFERENCE MANAGEMENT'S CURRENT LINEUP

- **AGENDA, now in its 11th year, is an invitation-only conference for high-level senior executives in the computer industry that sets an "industry agenda for the coming year," said Lia Lorenzano, IDG Conference Management president. "Bill Gates is always there; Larry Ellison is always there. And this year's conference in October is completely sold out."**
- **DEMO grew out of Agenda eight years ago. Targeting the technology elite, it focuses on products and technology and the application of technology to create new products.**
- **SPOTLIGHT, now in its third year, is modeled after the Agenda conference but targets senior executives in interactive media.**
- **CEOs ONLY is an executive retreat series held three times a year.**

NOTEWORTHY

PROMOTIONS

CIO has promoted **Lisa Kerber** from adminstrative assistant to editorial operations manager. In her new role, she will take on more project management responsibility for non-published projects, coordinate editorial surveys and manage relationships with outside contractors. “This promotion recognizes not only the excellent support Lisa has provided to the editorial department since her first day here but also her increasing involvement in managing pieces of the editorial process, the CIO-100 and WebMaster 50/50 awards, editorial-generated surveys and other significant projects,” said **Abbie Lundberg**, *CIO* editor in chief.

KERBER

IDG WORLD UPDATE

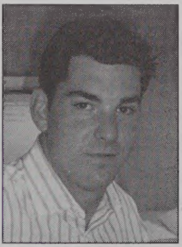
NEW EMPLOYEES

Steve Murray is IDC’s new manager, telecommunications consulting. He comes from Mercer Management Consulting and this spring earned his Ph.D. in English from Brown University, from which he also holds a B.A. His interests include literature, soccer and swimming.

MURRAY

IDG WORLD UPDATE

WebShopper has hired **Mike Ehrlich** as an account executive. Prior to joining IDG Mark was as assistant account executive with Ketchum Advertising. He has a degree in English from Hobart College. His hobbies include juggling, reading and backgammon.


EHRLICH

IDG WORLD UPDATE

Associate Editor **Todd Datz** comes to *CIO* from Silver Burdett Ginn, a division of Simon Schuster, where he was a supervising editor. He has his undergraduate degree in government from St. Lawrence University and a master’s in international affairs from Columbia University.

DATZ

IDG WORLD UPDATE

Computerworld has made three new hires. **April O’Connor** previously worked at the *Worcester Telegram and Gazette* where she designed and produced informational graphics and illustrations. She is a graduate of Penn State and recently won a New England Associated Press News Executives Association third-place award for best informational graphic.

O’CONNOR

IDG WORLD UPDATE

Erica Driscoll is the sales assistant for the south Atlantic territory. She is a recent graduate of Holy Cross with a B.A. in French. A self-described “francophile,” Erica enjoys going to museums and the theater and does volunteer work with children.

DRISCOLL

IDG WORLD UPDATE

Based in Rochelle Park, N.J., **Kim Bailey** comes to *CW* as senior district sales manager from Cahners Publishing where she was a district sales manager. She earned a B.S. in business administration/marketing from Stonehill College and enjoys skiing and weightlifting in her spare time.

Matthew Bohan has been hired by *Network World* as an account manager/direct response advertising. He previously worked for Softbank/Comdex as a direct marketing account manager. He has a B.S. in finance with a minor in English from Bridgewater State College in Massachusetts and likes dogs (particularly Labrador retrievers), reading, running, exercise and fishing.

BOHAN

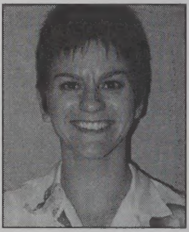
IDG WORLD UPDATE

Joining IDG IS is **Megan Momtaheni.** She was previously at Geac (formerly Dun & Bradstreet Software) where she was a software support analyst and software quality assurance engineer. She has a B.A. in economics from the University of Toulouse in Toulouse, France, and an M.B.A. in finance from Boston College’s Carroll Graduate School of Management. Outside the office she enjoys movies, museums, reading, exercising and skiing.

MOMTAHENI

IDG WORLD UPDATE

The IDG News Service welcomes U.S. Correspondent **Nancy Weil**, who will be working in the Boston office. Nancy was previously a staff writer for the *St. Petersburg Times*. A graduate of Southern Illinois University with a B.S. in journalism, Nancy spends her free time writing fiction and listening to reggae and classical music with her two cats.


WEIL

IDG WORLD UPDATE

TRANSFERS

Sean Weglage has moved over to *Network World* from Computerworld’s Information Management division. He is an account manager for the Midwest and Canada in the direct response advertising department. Sean has a B.A. in business management from Plymouth State College in New Hampshire and is a graduate of the Dale Carnegie Sales Program. In his spare time he plays softball, volleyball and fantasy baseball.

WEGLAGE

IDG WORLD UPDATE

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TEN YEARS
Mark Facchin - IDG Australia

NINE YEARS
Christie Sears - Network World

SEVEN YEARS
Colleen Beattie - IDG Australia

SIX YEARS
Anna Caran - Network World
James Duffy - Network World
Simona Cattaneo - IDG Italy

FIVE YEARS
Ahlert Hysing - IDG Norway
Laila Carlsen - IDG Norway
Linnette Vollaro - Publish

FOUR YEARS
David Weldon - Computerworld
Carol Lasker - Network World

THREE YEARS
Christian Lauenborg - IDG Norway
Christine Chupka - Computerworld
Paricia Duhl - Computerworld
Ozgür Apaydin - IDG Turkey
Linda Golon - CIO
Leong Yin Leng - IDG Singapore

TWO YEARS
Laurie Gomes - Computerworld
Walter Fox Tree - Computerworld
Serena Herr - Publish
Stephanie Young - IDG Books
Neale Morison - IDG Australia

ONE YEAR
Serge Lebal - IDG France
Tomoko Negishi - PC Games
Nevin Cercisoglu - IDG Turkey
Jeremy Draper - CIO
Sounthaly Outarong - CIO
Marla Meier - InfoWorld
Clark Morey - InfoWorld
Lisa Reyes - IDG Books
Nancy Delfavero - IDG Books

IDC Canada Serves Up Summer Fun

For the fifth consecutive year, IDC Canada staff celebrated the waning days of summer with its annual beach volleyball tournament. Held at the Balmy Beach Club in Toronto, Ontario, the tournament featured six teams of four in a series of hard-fought matches. The winning team of **Steve McHale**, **Lars Goransson**, **Mita Sen-Roy** and **Jim Wescott** (front row, crouching, left to right) who collectively held court as Java & the Beans, defeated The Outsourcers in the final round of competition. Following the tournament, the staff retired to IDC Canada President **Paul Kennedy**'s home for a well-earned pizza feast.

EENY, MEENY, MINEY, MODEM?

IDG Global Communications' "Find Pat" contest was a great success, and the staff would like to thank everyone who participated. The PalmPilot winner will be announced very shortly.

But we know there are still employees out there who haven't visited IDG Central. If you're one of those people, here's another incentive: request a login, visit the site, and you will qualify to enter a random drawing for a U.S. Robotics 56K modem. The deadline is Oct 3.

You can request a login online by visiting http://idgcentral.com and clicking on the "Request a Login" link or by contacting IDG Global Communications at globalcomm @idg.com or 650-524-5700.

IDG Central is a success because of employees like you. Check the site often. If you haven't seen the site yet, find out what you've been missing.

If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!

- **Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you liked — or didn't like — in this newsletter?**

Send your suggestions and comments to world_update@idg.com.

CELEBRATING 10

George Glenn

HOME: Natick, Mass.

JOINED IDG: June 1987 as a data acquisition coordinator.

CURRENT TITLE: Senior financial analyst. Job involves monthly financial reporting; financial, statistical and market share analysis; and financial database management and budgeting.

MOST CHALLENGING PART OF YOUR JOB: Making sure business units' proposed budgets are processed in time for the executive review meetings.

BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK? Received one of Pat McGovern's "Good News" memos four years ago for automating and expediting the three-year-plan budgeting process.

INTERESTS OUTSIDE THE OFFICE: Swimming, scuba diving, boogie boarding, attending concerts, playing tennis, camping and hiking.

DREAM DESTINATIONS: Scuba diving Australia's Great Barrier Reef and Cozumel, Mexico.

YOUR IDEA OF A PERFECT WEEKEND: A trip to Stratton Mountain, Vt., for an outdoor summer concert festival.

IF YOU WON THE LOTTERY TOMORROW, YOU WOULD: Buy a luxury condo in Honolulu and start a chain of dive shops and dive charters in the Hawaiian Islands.

FIVE PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY? John F. Kennedy, Jimmy Buffett, Kirstie Alley, Henry David Thoreau and Goldie Hawn.

IDG CHAIRMAN PAT McGOVERN (LEFT) ESCORTS IDG'S ***George Glenn*** *to dinner at Boston's Ritz-Carlton in honor of his 10 years of service to the company.*

FIRST JOB OUT OF HIGH SCHOOL: Machinist in a tool and mold machine shop.

RETIREMENT DREAMS: To own a nice home in the country with a woodworking shop for making furniture.

MANAGER'S PROFILE: "George's knowledge and experience, gained from working with most of IDG's U.S. and international business units, often prove to be invaluable in his daily effort to provide the best possible support to the business units. His tireless efforts and positive attitude make George a valuable contributor to the Financial Reporting and Budgeting team."

— ***Steve Pelosi****, manager, financial reporting and budgeting, IDG*

IDG WORLD UPDATE

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International Data Group is the world's leading provider of information services for the information technology industry, with over 8,500 employees. IDG Communications companies publish more than 275 newspapers and magazines in 75 countries and 450 book titles in 32 languages. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field and has more than 300 industry experts in 46 research centers worldwide. IDG exposition management companies produce more than 90 IT-related exhibitions, conferences and seminars in more than 34 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com.

Volume 27, Number 39
September 29, 1997

STRONG U.S., EUROPEAN RESULTS PUT IDG AHEAD OF PLAN FOR JUNE YTD
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ON LINE: CHANNEL SERVICES GROUP PRESIDENT JOHN SPENSIERI TAKES A TURN
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HOLY SALCHOW! IDG BOOKS ANNOUNCES THREE TITLES IN EXPANDING SPORTS CATEGORY
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

ICE Heats Up Southern California

Attendance up 20% over last year's debut event

The Internet Commerce Expo (ICE) made a highly successful return visit to Southern California the week of Sept. 8, attracting 14,602 attendees to the Los Angeles Convention Center to see the latest innovations in Internet commerce and corporate intranets and extranets from the event's participating exhibitors and to hear the views of some of the industry's leading executives who headlined the keynotes and conference programs.

Many of the industry's major corporations anchored the exhibit floor, including IBM, Digital, Hewlett-Packard, Lotus, Microsoft, Open Market, SAP, Deloitte & Touche and KPMG.

This year's show had a better than 20% increase in attendance over last year's successful debut at the Anaheim Convention Center. At The Internet Open, the *Computerworld*-sponsored demonstration and evaluation program, the number of participating companies increased by 80% compared with last year. And the ICE conference program, building on its reputation as the most comprehensive among Internet events,

• CONTINUED PAGE 5 •

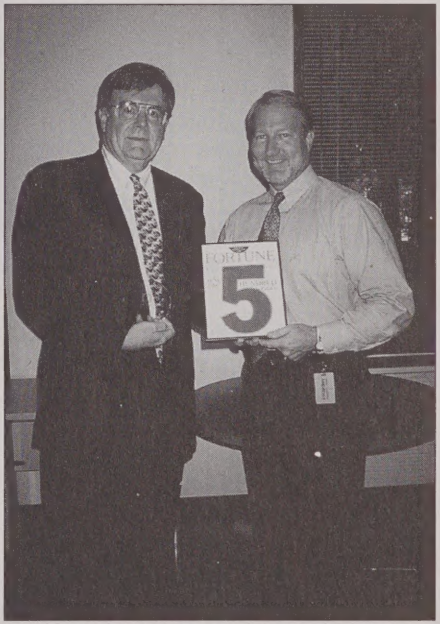
InfoWorld Ad Pages, Revenue and Profits Hit Record Levels

InfoWorld shattered several IDG records in June, including advertising pages, revenues and profits, as it topped the $12-million mark in total company revenue.

With strong showings from its Run of Press, Demographic, InfoMarket, Recruitment and InfoWorld Electric ad sales teams, *IW* sold 516 advertising pages in June, generating more than $8.8 million in ad revenue, both IDG records. These totals easily topped *IW*'s March 1997 personal bests of 416 ad pages and $7.8 million in ad revenue.

Adding in June's successful Netscape Developers Conference, managed by InfoWorld's Conference and Media Group (now expanded into IDG Conference Management Co., *see IDG World Update, Sept. 22*), InfoWorld Media Group generated $12.2 million in total company revenues and more than $3 million in total profits for the month. Should *IW* achieve its FY97 business plan it will set all-time records for full-year revenues and profits.

"Given the long history of IDG and the substantial number of superb business units within the worldwide corporate family, establishing new records in so many categories is no easy task," said **Jim Martin**, president and CEO of InfoWorld Media Group. "The outstanding success we had in June was a direct result of some favorable market conditions combined with the extraordinary efforts put forth by all of InfoWorld Media Group's employees. It was a team effort."

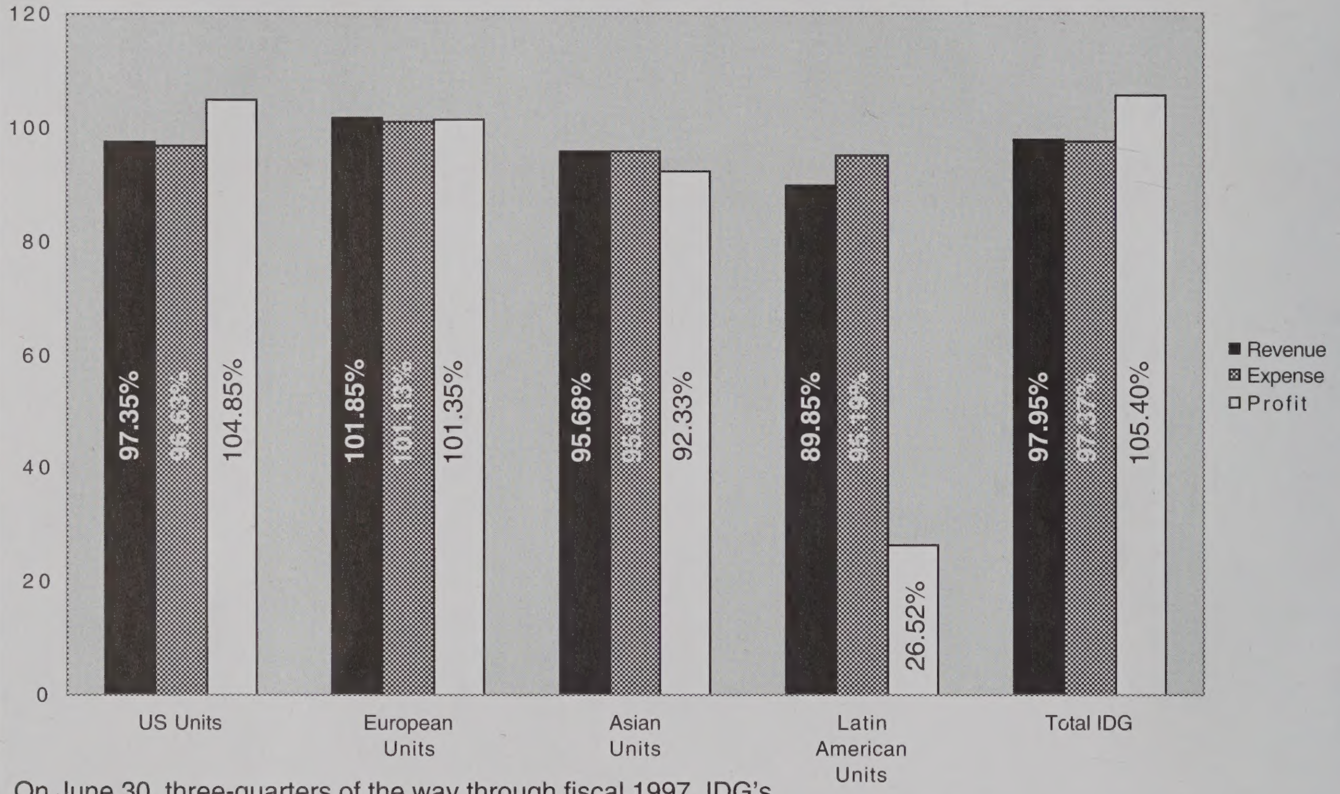


IDG CHAIRMAN PAT McGOVERN (LEFT) *and InfoWorld President* ***Jim Martin*** *display a mock-up of a Fortune 500 cover (a reference to the 500 IW ad pages sold in June) and an award given to each department manager.*

"There are three major reasons for how well we did in June, and they all come back to the three legs of the publishing stool: editorial, circulation and sales," Martin said. "In 1996 we decided to spend $3.5 million in incremental

• CONTINUED PAGE 4 •

Strong U.S., European Results Put IDG Over Plan for June YTD



June Year-to-Date Fiscal 1997 Results
(as a percentage of plan)

On June 30, three-quarters of the way through fiscal 1997, IDG's worldwide profits were more than 5% ahead of budget.

IDG Units Report Q3 Results At/Above Plan

U.S. Business Units
CIO
FCW Government Technology Group
GamePro Media Group
IDC U.S.
InfoWorld
Network World
PC World
Web Shopper

International Business Units
IDG Australia
IDG Bulgaria
IDG France - consumer division
IDG Germany - Computerwoche
IDG Germany - magazines
IDG Hong Kong
IDG Hungary
IDG Italy - business division
IDG Italy - consumer division
IDG Japan
IDG Netherlands
IDG Norway
IDG Poland
IDG Singapore
IDG Spain
IDG Switzerland
U.K. PC Advisor
IDG U.K. - consumer division
IDG Venezuela
IDG World Expo Germany
IDG World Expo Japan
IDC China/Hong Kong
IDC France
IDC Japan
IDC Scandinavia

ADDRESS BOOK CHANGES

IDG's publishing partner in Burma, Today Group, publisher of *PC World*, may now be reached via e-mail. The address is: today@datserco.com.mm.

The IDG Communications Regional Sales Office in Texas has moved to:
101 E. Park Blvd.
Suite 251
Plano, TX 75074
Tel: 972-398-2616
Fax: 972-398-2618

ON LINE

JOHN SPENSIERI

The president of IDG's Channel Services Group is this week's columnist.

Q What can you tell us about the new publication that IDG Channel Services Group is launching?

A The name of the publication is *Solutions Integrator,* and the premiere edition will debut Nov. 17 at Comdex. During 1998, 22 issues will be published and then publication will shift to bi-weekly. The rate base will be 90,000 qualified solution integrators (system integrators, value-added resellers, independent software vendors and consultants). More than 80% of this target audience hold management titles and are decision makers within their companies.

Solutions Integrator will be a glossy magazine, mailed independently and will feature a sophisticated, peer-to-peer look and feel that will prompt action and reader involvement. It will contain photographs of people, case histories, Q&A columnists and features based on and supported by useful data.

Why is IDG entering the U.S. channel arena at this time?

The opportunity in the U.S. channel has never been greater. A major shift to the indirect sales model is now occurring for complex technology solutions driven by new economic and technology factors. Channel decision makers have new information and resource needs including the need to:

- Understand new and complex technologies and profit opportunities.
- Develop new business skills and practices.
- Partner with vendors and distributors selling complex technologies through the channel.
- Partner with vendors offering Internet/intranet and electronic commerce solutions.
- Understand globalization and new "route to market" strategies.
- Understand complex legal and financial issues.

Our research has shown that solution integrators are dissatisfied with current channel information sources. Seventy percent of those we interviewed indicated they would like a new channel publication. The launch of *Solutions Integrator* is targeted at filling this information and resource gap.

How will *Solutions Integrator* differ from current CMP channel publications?

The primary differences will be in *Solution Integrator's* editorial focus, circulation mix and buying power. Both *CRN* and *VarBusiness* are PC-centric and their target audiences are the smaller resellers (average size $2 million to $5 million) who support IT needs of small and medium businesses. The mix is 80% staff, 20% management. Their editorial content is more news related and product oriented.

Solutions Integrator will be complex-technology-centric, and its target audience has an average gross sales/company of $30 million and supports the IT needs of mid-tier companies (100-1,000 employees) and departments of Fortune 500 companies. The mix is 80% management and 20% staff. The editorial focus will be:

- A must-read for integrator success in the new IT indirect purchasing/implementation process.
- Encouraging successful collaboration between vendor, integrator, VAR, distributor and customer.
- Preparing and prompting readers to take job-related action.
- Teaching readers how to structure profitable solutions for the enterprise.
- Leading the IT integration community with a peer-to-peer management focus.
- Covering complex technology in a real-world context through case studies.

Solutions Integrator will be the flagship publication of the Channel Services Group, which will also be providing Web site information and hot links, sponsoring conferences and events, providing research, consulting and education through third-party alliances and providing global linkage to the 13 IDG channel publications around the world.

IDG Channel Services Group is located at 155 Bovet Road, San Mateo, Calif. 94402. John Spensieri may be reached via e-mail at: john_spensieri@idg.com.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

INFOWORLD

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unbudgeted monies to increase circulation for 260,000 to 310,000. It was a huge gamble, but we wanted to keep up with *PC Week*. We felt it was absolutely vital that our customers felt that *InfoWorld* was going to spend the required amount of money to be an enterprise player. Second, we significantly increased the amount of sales people and layered in nine additional account executives by the end of 1996. That paid off. And third, we continued to spend heavily on the editorial environment at *InfoWorld*. Our total editorial costs for '97 were $1.5 million to $2 million over what we spent in '96. For September we are going to come comfortably close to where we were in March and June."

Favorable market conditions

Martin said he also attributed *IW*'s June success to three favorable market conditions that month: the magazine's major customers converged to spend a huge amount of money; it was a five-issue month; and with PC Expo and Comdex it was also a two-trade-show month. "*InfoWorld* has shifted its focus more to the enterprise, rather than PCs, and so we now have a much larger base of advertising prospects, which makes it easier to be a success."

"Clearly, *InfoWorld* is one of the hottest publications in the market right now," said **Stephen Moylan**, vice president and publisher of *InfoWorld*. "Our customers are achieving fantastic results and have continued to increase their advertising investment with us."

Simmons CompPro results

Reinforcing the value *InfoWorld* offers its advertising customers, Simmons CompPro figures released earlier this summer show that for the third year in a row, *InfoWorld*'s average issue audience (AIA) continues to increase while *PC Week*'s declines. (The AIA is the number of survey respondents who typically read any given issue of a publication.)

According to the annual independent syndicated research survey, *IW's* AIA increased 6% to 181,605, while *PC Week*'s dropped 3% to 178,677.

IW topped *PC Week* for the second straight year in readership loyalty, as 74.4% of its readers read three out of four or four out of four issues, compared with 71.8% for *PC Week*. Overall, *IW* ranked No. 2 in reader loyalty out of 47 publications studied by CompPro.

"The Simmons study we feel properly positions *InfoWorld* as a very strong player in the enterprise marketplace," Martin said. "While no media buying decision should be made on syndicated research alone, this particular study clearly validates that the investments we've made in our products and services are paying tremendous dividends.

"It's our belief that [*IW*] will over time be more valuable to readers and advertising customers than the deal-at-any-cost response we've seen from our competitors," Martin continued. "As their leadership perception continues to erode, ours continues to grow. We will win our battles by sticking to what we do best — keeping our readers, our advertising customers and our employees informed, loyal and happy."

MILESTONES ALONG THE WAY

- **December 1978: *InfoWorld* founded by Jim Warren as *Intelligent Machines Journal*, targeting home computer users. Begins publishing bi-weekly in a tabloid format in February 1979.**
- **October 1979: CW Communications (as IDG was then known) acquires the publication.**
- **February 1980: Publication renamed *InfoWorld*. New Publisher John Craig promises to make it "the *Consumer Reports* of the personal computing field." Average issue size is 23 pages.**
- **October 1981: Moves to a weekly schedule. Product report cards with a bottom-line score (from one to five disks) become the hallmark of *IW* reviews, which are unique in computer publishing in their willingness to pan a bad product.**
- **October 1983: Under Editor-In-Chief Stewart Alsop *IW* reaches 80,000 readers a week and averages 65 pages an issue in its new glossy magazine format.**
- **October 1986: After returning to a streamlined tabloid format *IW* becomes a controlled circulation publication focusing on corporate microcomputer managers.**
- **Early 1988: InfoWorld Test Center, IDG's first major hardware and software testing facility, founded.**
- **January 1990: "Enterprise Computing" published first as a monthly supplement, then as a weekly section focusing on enterprise-wide PC computing. Weekly readership reaches 200,000.**
- **1992: InfoWorld Publishing Co. merges with Stewart Alsop's Industry Publishing Co., publisher of *PC Letter*, and producer of the DEMO and Agenda industry conferences.**
- **1994: Jim Martin named president and CEO of InfoWorld Publishing. IW's redesign, its first since 1988, earns it numerous awards. Circulation reaches 250,000.**
- **1995: Stephen Moylan named publisher and Sandy Reed editor-in-chief. *IW* now reaches 310,000 – 10 times its 1982 subscriber base – and averages 120 pages an issue.**
- **November 1995: *InfoWorld Electric* (www.infoworld.com) launched to give subscribers real-time product news, Test Center comparisons and interactive forums.**
- **April 1996: InfoWorld Test Center implements Solutions-Based Testing Models in which products are tested on the "real life" results they deliver, not their features. *IW* remains the only IT publication to assign bottom-line numerical scores to reviews and comparisons.**

IDG
INTERNATIONAL DATA GROUP

Job Opportunities

Monday, September 29, 1997

NATIONAL ACCOUNT MANAGER (ICE)
Internet Commerce Expo (ICE), the nation's fastest growing internet-focused Conference and Exposition business is seeking a highly motivated and innovative individual to handle new name account sales for exhibit and sponsorship activities. Ideal candidates will possess 3-5 years experience in trade shows or related sales. Strong IT vendor knowledge and/or vendor relationships required. *Location: MA or CA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

REGIONAL SALES MANAGER (CIO)
This individual will be responsible for ad sales in the Eastern Region. We are seeking a manager with 3-5 years experience in high tech publishing. Ideally, the individual will be very familiar with accounts and agencies in the NY/NJ/PA area. Excellent communication and presentation skills a must. Knowledge of the industry is also essential. *Location: Fairfield, NJ*
Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

ADMINISTRATIVE ASSISTANT (CIO)
You will provide day-to-day administrative and operational support in our busy 40 person editorial department. This position requires a person with publishing and administrative background. Ideal candidates will be computer literate on Macintosh platform with knowledge of MS-Word and Filemaker. Excellent telephone, project management and customer service skills are necessary. Prior administrative experience in a fast paced environment is a must. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

COPY EDITOR (CW)
Computerworld is looking for a Copy Editor on our busy copy desk. Duties include editing and proofreading copy for grammar, consistency and style; writing headlines; and producing pages on QuarkXPress. Sharp eye for detail and ability to work under daily deadlines required. BA degree and at least two years of copy editing experience preferred. *Location: Framingham, MA*
Contact: E. Fanning, Fax: 508-875-8931, Phone: 508-820-8174, Email: ellen_fanning@cw.com

RESEARCH ANALYST (CW)
Reporting to the Research Director, the individual in this position will be responsible for providing well researched, timely market information to key executives, advertisers and other clients both inside and outside the company. Using both primary and secondary research tools, this individual will be responsible for sorting and sifting through all available resources to create informed presentations, to analyze key market segments and to support requests for market information from the sales and marketing departments. Qualified candidates will possess a strong interest in research, 2+ years of experience in the field, strong organizational and technical skills as well as an aptitude for statistics. Familiarity with hi-tech industry, business to business marketing or advertising is preferred. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647; Email: piper_sheer@cw.com

RESEARCH DIRECTOR (CW)
The purpose of this position is to provide primary and secondary market and media information and analysis to advertisers. Working closely with the sales and marketing departments under the guidance of the Sr. VP Consumer Marketing, the individual in this position is responsible for developing and managing studies that are timely, accurate, and valuable to advertiser-clients. Thorough knowledge of industry research standards, the ability to create reliable information gathering tool, and strong analytical capabilities are essential. The successful candidate will have college level training in research and statistics and a minimum of 5 years work experience at a comparable level of responsibility. Strong presentation, verbal and written communication skills, a proven ability to organize and manage many projects and prior management experience are required. The ability to travel is a must. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

SR. SOFTWARE ENGINEER, CAREER AGENT (CW)
CareerAgent Systems has an immediate opening for a Senior Software Engineer with solid development experience in the Microsoft environment especially Windows NT, C, Visual C++, and SQL Server. Additional experience in technical support, customer problem solving, and applications integration will be a definite plus. *Location: Framingham, MA*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

MANUFACTURING MANAGER (GAMEPRO)
GamePro Media Group and PC Games seek an experienced hands-on individual to manage its magazine publication process. Responsibilities include maintaining printer relations, production scheduling, and manufacturing quotes for inserts and collateral. Must be organized and detail oriented, have excellent written and verbal communication skills with 3+ years of magazine production experience with extensive knowledge of printing processes and the graphic arts. *Location: San Mateo, CA*
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@gamepro.com

EXHIBITOR SERVICES ADMINISTRATOR (ICE)
Internet Commerce Expo (ICE), the nation's fastest growing internet-focused Conference and Exposition business is seeking a highly motivated and innovative individual to handle sales administration and exhibitor services. This position will provide administrative support to all exhibit, sponsorship and Internet Opens sales activities. Responsibilities will include ACT database administration, customer mailings, sales order entry administration and general administrative duties as necessary. The position requires a high energy, team oriented individual who has solid PC and organizational skills, and can operate effectively in a growth-oriented environment. Ideal candidates must have 2+ years of business experience and be proficient in Microsoft Word and Excel. Familiarity with ACT database and the IT industry preferred. *Location: Framingham, MA*
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

SENIOR ACCOUNT EXECUTIVE - STRATEGIC ACCOUNTS (IDC)
IDC is seeking a Senior sales professional to represent all of IDC products and services specifically to West Coast based software companies. Position requires 2 to 5 years of direct selling experience and will be based in either the IDC Irvine or Mt. View sales office. Requires excellent interpersonal skills, communication skills, and the ability to multi task. The successful candidate will be assertive, have strong negotiation skills and a BA/BS. Strong computer skills plus a knowledge of market research business and computer software industry a plus. *Location: Irvine, CA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

TELECOMMUNICATIONS COORDINATOR (IDG CENTRAL SERVICES)
The Telecommunications Coordinator will assist in the daily support of voice systems for IDG business units located at 501 Second Street. This position will allow the successful candidate an opportunity to learn through hands-on experience. This person will be responsible for daily maintenance and operations of the telephone, voicemail, and call accounting systems, responding to service requests in a timely manner, troubleshooting, repairing and/or coordinating repairs. He/she will work closely with the Telecommunications Specialist on a daily basis to maintain a superior level of customer service, accurate records, and proper operations of all equipment. This position is not considered a staff position and will therefore be payrolled through Staffco Staffing Personnel. *Location: San Francisco, CA*
Contact: T. Ohara, Fax: 415-974-7316, Phone: 415-978-3204, Email: thalia_ohara@pcworld.com

ACQUISITIONS COORDINATOR (IDG/B)
Responsible for coordinating and administering the research, development, and delivery of internal forms for evaluating publication worthiness. Will develop tip sheets for publishing board approval and presentation to the marketing and sales departments. Coordinates Acquisitions' interactions with other departments. Must have an ability to work under deadlines. Interest/expertise in computer technology is necessary. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: dharris@idgbooks.com

HUMAN RESOURCE MANAGER (IDG/B)
Responsible for overall site responsibility in the areas of recruiting, training, and employee relations across departments. Will make hiring recommendations, termination decisions, progressive discipline recommendations, and assist with legal process. Should be well versed in all areas of HR, have excellent management and communication skills, be self directed and able to work in a fast paced, changing environment. Five to seven years experience at a generalist level with at least 3 years in recruiting and 3 years management of staff. Computer skills required.
Location: Indianapolis, IN
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: dharris@idgbooks.com

VICE PRESIDENT, HUMAN RESOURCES (IDG/B)
Will direct the development, implementation, and coordination of policies and programs covering the following: employment, wage and salary management, incentive compensation, executive compensation, organizational development, training, recruitment, safety and health, benefits, and employee relations. Requires 8-10 years Human Resources experience with at least 5 years management experience as well as significant experience in strategic planning. Candidates must possess excellent communication, decision-making, and computer skills. Undergraduate degree in psychology/sociology or management is required with a graduate degree preferred. *Location: Foster City, CA*
Contact: P. Levenduski, Fax: 650-655-3206, Phone: 650-655-3015, Email: plevenduski@idgbooks.com

DIRECTOR, INTERNATIONAL SALES (IDG/B)
Will develop sales and marketing plans, identify and develop new channels, and develop staffing plans for future growth. Responsible for researching individual International markets and prepare development plans to increase market penetration. Must have a proven ability to manage high growth distributor based channels and sound knowledge of international marketing and export sales. Minimum 7 years sales experience, at least two in international sales preferred and a minimum of 5 years at the management level. *Location: Foster City, CA*
Contact: P. Levenduski, Fax: 650-655-3206, Phone: 650-655-3015, Email: plevenduski@idgbooks.com

INSIDE SALES REPRESENTATIVE (IFW)
InfoWorld is seeking an Inside Sales Representative for the recruitment advertising division. You will prospect, sell, and maintain recruitment advertising for our publication. Requires 2-3 years of telephone and/or outside sales experience, preferably in recruitment advertising, or an interest in a career path in sales along with other relevant experience. Excellent customer service and communication skills necessary. Knowledge of Windows95, Lotus Notes, @Desktop Publishing preferred. BA/BS in marketing, business, or equivalent, knowledge of the computer/high tech industry, and internet experience are highly desired. *Location: San Mateo, CA*
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

SALES ASSOCIATE (IMS)
The selected candidate will provide multi-functional support to a Director of Internaional Accounts responsible for display advertising sales efforts on the West Coast. Selected candidate's responsibilities will include client service, sales intelligence gathering, advertising coordination and prospecting small accounts. Ideal candidate will be goal oriented, independent, extremely organized and thrives in a very fast paced environment. This individual must possess a bachelors degree, relevant experience and a strong technological aptitude. *Location: San Francisco, CA*
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

SENIOR EDITOR (NW)
Network World is looking for a Senior Editor to report on weekly news as it pertains to the assigned beat. Candidates should have at least 2-4 years reporting experience on information technology and a proven ability to break news. The beats we need covered will be Microsoft and the Internet. We can be flexible as to the location of this position. *Location: EC or WC*
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

ONLINE PRODUCER (PCW/ONLINE)
The selected candidate will be directly involved with the production and implementation of content within the PC World Online's Network websites. Responsibilities include creating or modifying online document templates, coding and posting HTML documents, graphics manipulation, quality control, and the creation and maintenance of email lists. Ideal candidate would possess excellent HTML skills and some knowledge, or the ability to learn, CGI scripting languages and other web tools. Candidate should have familiarity with HTML editors and graphic programs, good communication skills and be generally detail oriented and deadline sensitive. *Location: San Francisco, CA*
Contact: C. Lieberman, Fax: 415-974-7491, Phone: 415-975-2626, Email: carla_lieberman@pcworld.com

AD TRAFFIC COORDINATOR (PCW/ONLINE)
The selected candidate will be responsible for the booking and billing of all advertising on the PC World Online Network web sites. Responsibilities include maintaining credits and adjustments in IDG's TRS database, monitoring ad performance and generating regular performance reports to clients and internal staff, and organizing all insertion orders and related advertising materials. Ideal candidate would possess some knowledge of web publishing and HTML as well as strong computer, time management, and communication skills. Candidate must be detail oriented and deadline sensitive. *Location: San Francisco, CA*
Contact: C. Lieberman, Fax: 415-974-7491, Phone: 415-975-2626, Email: carla_lieberman@pcworld.com

ASSISTANT MANAGER, AD TRAFFICKING (PCW/ONLINE)
The selected candidate will oversee the ad trafficking and billing for the PC World Online Network web sites. Responsibilities include managing day to day posting and monitoring of ads posted on Network sites; assuring that booking and billing is well managed and accurate; generate internal reports for online Circulation, Sales, and Finance departments; develop and apply new organizational systems to improve efficiency and accuracy in all phases of the ad trafficking process. Ideal candidate would possess some knowledge of web publishing and HTML as well as medium to high skills in statistical analysis, spreadsheets and databases. Good time management and communication skills recommended. Candidates must be detail oriented and deadline sensitive. *Location: San Francisco, CA*
Contact: C. Lieberman, Fax: 415-974-7491, Phone: 415-975-2626, Email: carla_lieberman@pcworld.com

TECHNICIAN (PUBLISH)
Provide technical support to all Publish, Web Publishing, and Central Services personnel. Responds to user queries and answers questions and resolves hardware and software problems. Diagnoses, identifies, and resolves problems. Configures and installs new or transferred equipment. Utilizes diagnostic software packages and confers with internal technical support personnel, operations groups, and/or vendors to affect solutions. May refer more complex problems to higher level technical staff personnel for resolution. Implement corrective actions from remote site or guide users through corrective actions. Ensures corrective actions are implemented and hardware and/or software is functioning properly. Generates appropriate documentation. Maintains inventory of all equipment. May provide guidance, training, and direction of lower level and/or less experienced help desk personnel. High school, specialized training, 3-5 years related experience. *Location: San Francisco, CA*
Contact: W. Clegg, Fax: 415-495-2354, Phone: 415-978-3359, Email: wclegg@publish.com

ADMINISTRATIVE ASSISTANT (WEB)
The role of this position is to provide administrative support to the office of the President and Business Operations for web publications JavaWorld, SunWorld, and NC World. The successful candidate will meet the following job requirements: Strong interest in online publishing. Two years general administrative experience. Excellent knowledge of Mac systems with strong software knowledge of FileMaker, Word, Excel, and Quark; browser and web savvy. Ability to work with minimum supervision in a team environment. Flexibility and good interpersonal skills. Detail oriented with excellent communication, time management and organizational skills. *Location: San Francisco, CA*
Contact: B. McDonald, Fax: 415-267-1732, Phone: 415-978-3395, Email: barbara_mcdonald@sunworld.com

ONLINE ADVERTISING COORDINATOR (WEB)
The role of this position is to coordinate online advertising for web publications Javaworld, SunWorld, and NC World. The successful candidate will meet the following job requirements: Browser and web savvy, excellent knowledge of Mac systems with strong software knowledge of Excel, Fetch (or other ftp client), Email, bbedit, basic HTML, basic Photoshop, GifBuilder skills a plus. Ad traffic experience and demonstrated reliability using ad traficking software in publishing. Detail oriented with excellent communication, time management and organizational skills.
Location: San Francisco, CA
Contact: T. Hunt, Fax: 415-267-4570, Phone: 415-974-7443, Email: tony@wpi.com

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BU	Category	Title	Location	Contact	Phone	Fax
CIO	Admin	Administrative Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Art/Design	Senior Graphic Designer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Mktg	MarCom Specialist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Prod	Ad Traffic Coordinator	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Sales	Regional Sales Manager	Fairfield, NJ	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Sales	Regional Sales Manager	Los Angeles, CA	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Systems	IS Director	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
CIO	Systems	IS Support Specialist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Admin	Sales Associate	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Admin	Sales Associate, Career Agent	Framingham, MA	S. Allen	P: 508-820-8162	F: 508-879-3760
CW	Edit	Copy Editor	Framingham, MA	E. Fanning	P: 508-820-8174	F: 508-875-8931
CW	Edit	Graphics Coordinator	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	On-Line	Senior Web Developer	Framingham, MA	S. Allen	P: 508-820-8162	F: 508-879-3760
CW	Rsch	Research Analyst	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Rsch	Research Director	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Executive	Irvine, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Executive	Burlingame, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Executives	Waltham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Director	Burlingame, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	District Sales Manager	Chicago, IL	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Regional Manager, Career Agent	MA or CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Sales Associate (2)	Burlingame, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Western Regional Director, Custom Publications	Burlingame, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Systems	Sr. Software Engineer, Career Agent	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Systems	Telecommunications Manager	Framingham, MA	S. Allen	P: 508-820-8162	F: 508-879-3760
CW Singapore	Edit	Editor	Singapore	J. Tan	P: 65-345-8383	F: 65-345-7097
CW/Hong Kong	Edit	Senior Writer	Hong Kong	R. Garretson	P: 617-423-9030	F: 617-423-0240
ENN	Sales	Director, Regional Recruitment Advertising	EC or WC	S. Brown	P: 508-935-4099	F: 508-935-4600
FCW	Events	Events Manager	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
FCW	HR	HR Manager/Director, part-time	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
FCW	Prod	Production Coordinator	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
GamePro	Admin	Executive Assistant to the President	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
GamePro	Edit	Assistant Managing Editor	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
GamePro	Facil	Mail/Facilities Coordinator/part-time (2)	San Francisco, CA	R. Rubright	P: 650-286-2577	F: 650-349-5279
GamePro	Manuf.	Manufacturing Manager	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
GamePro	Prod	Assistant Production Manager	San Mateo, CA	S. Reimer	P: 650-286-2578	F: 650-349-5279
GWAN	Sales	Online Account Director	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
GWAN	Sales	Online Account Representative	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
ICE	Admin	Executive Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
ICE	Admin	Exhibitor Services Administrator	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
ICE	Sales	National Account Manager	MA or CA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDC	Admin	PT Administrative Assistant	Framingham, MA	M. Engman	P: 508-935-4266	F: 508-935-4610
IDC	Expo	Conference and Events Director	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Intern	Intern PC Pricing	Framingham, MA	M. Engman	P: 508-935-4266	F: 508-935-4610
IDC	Intern	Part-Time Research Internship	Framingham, MA	M. Engman	P: 508-935-4266	F: 508-935-4610
IDC	Mktg	Business Development Manager	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Mktg	Group Marketing Manager	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Mktg	Marketing Administrator	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Associate Research Analyst	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Consulting Manager, Communications Consulting	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Director, Data Communications Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Inquiry Analyst	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Research Analyst, Internet Commerce	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Research Analyst, Local Area Networks	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Analyst, Asset Management Services	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Collaborative Computing	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDC	Sales	Account Executive - Strategic Accounts (east)	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Account Executive - Strategic Accounts (west)	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Senior Account Executive - Strategic Accounts	Irvine, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Sr. Account Executive - Growth Accounts (west)	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Sr. Account Executive - Strategic Accounts	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Database Administrator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Senior Systems Administrator (Application Services)	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Senior Systems Administrator (LAN/WAN)	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC/LINK	Rsch	Program Manager, Consumer Computing&Education Markets	New York, NY	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDG	Admin	Executive Assistant	Boston, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG	Exec	Vice President, Enterprise Newsweekly Network	EC or WC	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG	HR	HR Assistant	San Francisco, CA	P. Reilly	P: 508-935-4734	F: 508-935-4600
IDG	HR	HRIS Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4610
IDG	HR	Sr. HR Representative	San Francisco, CA	P. Reilly	P: 508-935-4734	F: 508-935-4600
IDG	Systems	Applications Analyst	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDG	Systems	Associate System Support Specialist	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG	Systems	Systems Support Specialist	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG Asia	Mktg	Marketing Event Sales Assistant	San Mateo, CA	S. Haslam	P: 415-286-2793	F: 415-286-2790
IDG Central Services	Facil	Facilities Manager	San Francisco, CA	S. Heistand	P: 415-978-3358	F: 415-543-3984
IDG Central Services	Finance	Accounting Coordinator	San Francisco, CA	M. Reyes	P: 415-978-3364	F: 415-543-3984
IDG Central Services	Telecom	Telecommunications Coordinator	San Francisco, CA	T. Ohara	P: 415-978-3204	F: 415-974-7316
IDG News Service	Edit	Editorial Assistant	Boston, MA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	bus dev	Business Development Executive	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Circ	Audience Development Analyst	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Edit	Features Editor	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	on-line	VP/Director of Online Business Development	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	Channel Programmer (half-time)	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600

BU	Category	Title	Location	Contact	Phone	Fax
IDG.net	Systems	Lead Programmer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	Programmer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	System Administrator (half-time)	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
DG.net	Systems	Technical Director	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG/B	Art/Design	Graphics Coordinator	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	Edit	Acquisitions Assistant	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Acquisitions Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Acquisitions Editor/Executive Editor, Dummies Press	Chicago, IL	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Edit	Copy Editor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Copy Writer, CPG	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Development Editor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Finance	Accountant	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	Finance	Credit Specialist	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/B	Finance	Reporting Analyst	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	HR	Human Resource Manager	Indianapolis, IN	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	HR	Vice President, Human Resources	Foster City, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Intern	IS Intern	Foster City, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Mktg	Product Packaging Associate Coordinator	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Mktg	Publicist, Dummies Group	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg.	Designer	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	On-Line	On-line Development Editor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Operations	Office Services Assistant	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	Operations	Receptionist	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	PR	Publicity Assistant	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	Prod	Design Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Director of Production	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Graphics Technician	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	Prod	HTML Technician	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	Prod	Production Quality Control Specialist	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	Prod	Project Coordinator	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	Prod	Quality Control Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Sales	Corporate Key Account Manager	Foster City, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Sales	Customer Service Rep	Foster City, CA	A. Patton	P: 650-655-3230	F: 650-655-3206
IDG/B	Sales	Director, International Sales	Foster City, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Sales	Key Account Representative	Foster City, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Sales	Sales Associate	Foster City, CA	L.Young	P: 650-655-3230	F: 650-655-3206
IDG/B	Sales	Sales Support Associate	Foster City, CA	P. Levenduski	P: 650-655-3015	F: 650-655-3206
IDG/B	Systems	IS Manager	Indianapolis, IN	J. Maroney	P: 317-596-5222	F: 317-596-5240
IDG/CMC	Sales	Director of Sales	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IDG/CSC	Admin	Executive Administrative Assistant	Boston, MA	M. Maynard	P: 508-935-4777	F: 508-935-4600
DG/CSG	Admin	Office Administrator	Framingham, MA	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/CSG	advertising	Ad Coordinator	Framingham, MA	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/CSG	Edit	Associate Art Director	Framingham, MA	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/CSG	Edit	Associate Editor	Framingham, MA	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/CSG	Edit	Copy Editors (2)	Framingham, MA	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/CSG	Edit	Editorial Assistant	Framingham, MA	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/CSG	Edit	Senior Editor	Flexible	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/CSG	Prod	Production Manager	Framingham, MA	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/CSG	Sales	Account Executive	Rochelle Park, NJ	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Sales	Account Executive	Chicago, IL	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Sales	Account Executive	Irvine, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Sales	Account Executive	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IDG/CSG	Sales	Sales Associate	Rochelle Park, NJ	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/CSG	Sales	Sales Associate	Dallas, TX	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/CSG	Sales	Sales Associate	Irvine, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/CSG	Sales	Sales Associate	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/CSG	Systems	Network Specialist	Framingham, MA	S. Moore	P: 650-312-0631	F: 650-312-0668
IDG/WE	Admin	Executive Assistant	Boston, MA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IFW	Admin	Receptionist	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Assistant News Editor	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Edit	Copy Editor	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Editorial Assistant	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Edit	News Reporter	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Edit	Webmaster	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	On-Line	General Manager, Product Champion, Electric	San Mateo, CA	D. Vieraitis	P: 650-312-0566	F: 650-312-0668
IFW	Rsch	Associate Research Analyst	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Impact Marketing Sales Rep	West Coast	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Inside Sales Representative	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Regional Sales Manager	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Sales Representative	Flexible	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Systems	IS Director	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Testing	Analyst - Application Development	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Testing	Comparisons Editor	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Testing	Editorial Assistant	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IMS	Ad Sales	Ad Traffic Coordinator	San Francisco, CA	J. Hourston	P:	F: 415-705-6421
IMS	On-Line	HTML Production - Contract Position	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
MS	On-Line	Web Designer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Sales	Director of International Accounts/East	Framingham, MA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Sales	Director of International Accounts/West	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Sales	Director of National Accounts	San Francisco, CA	Bernie Theobald	P: 4156763008	F: 4157056421
IMS	Sales	Director of National Accounts	San Francisco, CA	B. Theobald	P: 415-676-3008	F: 415-705-6421
IMS	Sales	Director, National Accounts	Stamford, CT	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Sales	Sales Associate	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS/EMEA	Rsch	Director, Consulting Services	Staines, England	J. Meers	P: 011-44-1784-210-210	F: 011-44-1784-210-200

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BU	Category	Title	Location	Contact	Phone	Fax
IMS/EMEA	Sales	On-Line Sales Executive	Staines, England	P. Shalet	P: 011-44-1784-210-210	F: 011-44-1784-210-200
INW	Admin	Assistant to the President/CEO	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
INW	Exec	VP of Sales and Marketing	San Francisco, CA	S. Ginenthal	P: 415-978-3203	F: 415-442-0766
IPS	Systems	Lotus Notes Developer	Boston, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
Mac Pub	Admin	Editorial Admin. Assistant	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
Mac Pub	Art/Design	Design Associate	San Francisco, CA	E. Leishman	P: 415-975-2273	F: 415-442-0766
Mac Pub	Edit	Lab Analyst	San Francisco, CA	J. Pittelkau	P: 415-978-3241	F: 415-442-0766
Mac Pub	Edit	Senior Analyst	San Francisco, CA	J. Pittelkau	P: 415-978-3241	F: 415-442-0766
MHA	Expo	MHA Event Show Manager	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
MHA	Expo	Trade Show Director - ComNet	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
MHA	Sales	Account Manager	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
NW	Ad Sales	Account Manager	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Admin	Sales Assistant	Austin, TX	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Associate Features Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Copy Chief	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Copy Editor	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Graphic Designer	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Senior Editor	CA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Edit	Senior Editor	EC or WC	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Edit	Testing Lab Assistant - Part Time	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Mktg	Graphic Design/Marketing Specialist	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	Account Executive	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	District Sales Manager	Santa Clara, CA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	Recruitment Advertising Sales Reps (2)	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
NW	Sales	Sales Assistant	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Systems	Manager of Groupware Technology	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
PC Games	Ad Sales	Account Manager	San Mateo, CA	J. Knapp	P: 415-286-2502	F: 415-349-8532
PC Games	On-Line	Online Promotion Coordinator, PT	San Mateo, CA	S. Rodrigues	P: 415-286-2514	F: 415-349-5279
PCW	Ad Sales	Account Managers (2), Telemarketing	San Francisco, CA	J. Edman	P: 415-978-3250	F: 415-442-1891
PCW	Admin	Administrative Assistant	Rochelle Park, NJ	W. Silverman	P: 201-587-0090	F: 201-712-9786
PCW	HR	Manager, Human Resources, PC World Online Services Group	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Systems	Information Systems Specialist	San Francisco, CA	N. Noble	P: 415-978-3361	F: 415-442-1891
PCW	Testing	Test Manager	San Francisco, CA	J. Milenbach	P: 415-267-1790	F: 415-546-1673
PCW - Hong Kong	Edit	Editor	Hong Kong	M. de Almeida	P: 011-852-2861-3238	F: 011-852-2861-0953
PCW/Online	Circ	Customer Service Representative	San Francisco, CA	M. Green	P: 415-975-2680	F: 415-974-7491
PCW/Online	Circ	On-Line Circulation Manager	San Francisco, CA	N. McLaughlin	P: 415-978-3109	F: 415-442-1891
PCW/Online	On-Line	Online Producer	San Francisco, CA	C. Lieberman	P: 415-975-2626	F: 415-974-7491
PCW/Online	Prod	Ad Traffic Coordinator	San Francisco, CA	C. Lieberman	P: 415-975-2626	F: 415-974-7491
PCW/Online	Prod	Assistant Manager, Ad Trafficking	San Francisco, CA	C. Lieberman	P: 415-975-2626	F: 415-974-7491
PCW/Online	Sales	Account Representative/Executive (4)	San Francisco, CA	D. Templin	P: 415-267-4508	F: 415-442-1891
PCW/WEB Magazine	Ad Sales	Northeaster Advertising Director	New York, NY	S. Brown	P: 508-935-4099	F: 508-935-4600
PCW/WEB Magazine	Sales	Eastern Account Manager	New York, NY	R. Meagher	P: 201-645-9487	F: 201-645-9486
PCW/WEB Magazine	Sales	Sales Associate	Newark, NJ	R. Meagher	P: 201-645-9487	F: 201-645-9486
Publish	Admin	Editorial Assistant	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
Publish	Systems	Technician	San Francisco, CA	W. Clegg	P: 415-978-3359	F: 415-495-2354
Web	Admin	Administrative Assistant	San Francisco, CA	B. McDonald	P: 415-978-3395	F: 415-267-1732
Web	Edit	Associate Editor	San Francisco, CA	C. Wong	P: 415-2674518	F: 415-267-1732
Web	Sales	Account Executive	San Francisco, CA	C. McMullen	P: 415-267-4527	F: 415-267-4570
Web	Sales	Online Advertising Coordinator	San Francisco, CA	T. Hunt	P: 415-974-7443	F: 415-267-4570
Web Shopper	Admin	Customer Service Representative	San Francisco, CA	B. McCurdy	P: 415-974-7393	F: 415-975-2616
Web Shopper	Art/Design	Designer	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
Web Shopper	Sales	Account Representative (2 positions)	San Francisco, CA	D. Templin	P: 415-267-4508	F: 415-442-1891

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •
HOUSE EXCHANGES
BIRTHS
• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

IDG WORLD UPDATE's MARKETPLACE

September 29, 1997

CARS FOR SALE

• **1992 VW Golf.** White, 5-speed, 52,000 miles, a/c, sunroof, 4-door hatchback with rear wiper. $6,900.

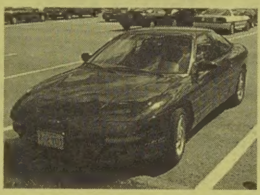
- Julie Lynch, IDG, 508-935-4041
julie_lynch@idg.com

• **1992 Nissan Pathfinder XE V6**, blue/blue, loaded, 90,400 miles, 5-speed. Excellent condition, asking $12,000. Owner moving to NYC, must sell.

- Julie Lynch, IDG, 508-935-4041
julie_lynch@idg.com

• **1992 Honda Accord Wagon**. Grey, 4-door, standard transmission, air conditioning, power locks and windows, 52.5K miles, AM/FM cassette player. Well-kept in very good condition. Asking $10,000.

- Bruce Stephen, IDC, 508-935-4269
bstephen@idcresearch.com



• **1995 Ford Probe GT.** Blue, 5-speed, 6-cylinder, AM/FM cassette, alloy wheels, cruise, power locks, power windows, 48K miles. Excellent condition. Asking $11,600.

- Carla Cappucci, Network World,
508-820-7510, ccapp@nww.com

• **1992 Isuzu Rodeo S four-by-four**. Five-speed 3.1 litre, six-cylinder engine; air conditioning; stereo with cassette; new clutch and exhaust system. Only 65K miles. Very well-kept truck in excellent shape. Asking $11,500.

- Jim Sullivan, IPS, 617-423-1366; jim_sullivan@idg.com

• **1994 Blue Discovery LandRover**. Excellent condition and maintenance. A/C, CD player, off-road package, 49,000 miles. Asking $21,500.

- Stephanie Legelis, CIO, 508-935-4433

• **1996 Honda Accord LX Coupe**. Black, automatic transmission. 27K miles, excellent condition. Asking $16K. Must sell ASAP.

- Chris Sears, Network World, 508-820-7423

• **1996 Chevrolet Corsica**. White, automatic transmission, air conditioning, power steering, power locks, power brakes, cruise control, AM/FM cassette player, 33K miles. $8,500 or best offer.

- Carianne Dube, IPS, 617-423-0235

• **1988 Honda Accord LX**. Standard transmission, 87K miles, good condition. Asking $4,000.

- Morris Effron, IPS, 617-574-7004
morris_effron@idg.com

BOAT FOR SALE

• **1995 Cobia 18-foot boat**. Blue and white. Yamaha V-6, 4.3 liter, 190 HP engine inboard/outboard, 45 hours on engine. Includes all water toys (skis, ski-bobs, tubes, knee board) and safety equipment. Trailer with spare tire. $10,500.

- Rob Rubright, GamePro, 510-614-2177
rrubright@gamepro.com

HOMES FOR SALE

• **Home in Worcester, Mass.** Two-bedroom home in established executive neighborhood. End unit abuts several acres of wooded area. Open atmosphere with 2,000 sq. ft. of living space. Modern eat-in kitchen, dining area, sunken living room, cathedral ceilings, full basement, gas heat, central air, fireplace, 1 1/2 baths, detached garage, 20-ft. by 20-ft. loft. Close to Mass Pike, very affordable at $105,000. For sale by owner.

- Anthony Trapasso, 508-345-2505

• **Natick, Mass., house**. If you're looking for a five-minute commute and a reasonable mortgage payment, you can own this adorable and affordable ranch house conveniently located near Routes 9 and 126. Brick patio leads to front entry and fireplaced living/dining room, with side door to wooden deck. Both kitchen and bath recently renovated. Three bedrooms; two with wall-to-wall carpeting, one hardwood. Carpeted stairway to finished daylight basement with full walkout includes spacious playroom, office area, laundry room with closets galore. Expansive and private backyard. Asking $154,900.

- Caryn Dlott, Computerworld, 508-879-0700, ext. 6304

• **Needham, Mass., condo**. Back Bay charm without the parking hassle! Beautiful one-bedroom, 1 1/2-bath condo in Needham's exclusive Avery School. Eleven-foot ceilings, lots of light, great closet space, laundry room and a garage. Walking distance to train and stores. $148,000.

- Stephanie Legelis, CIO, 508-935-4433

• **Home for sale in Wellesley, Mass**. Small home in area of larger homes. Ideal location. Private, level, 18,500 square foot lot. Definite expansion potential. Move-in condition. $225,000.

- Roxanne Cartwright at 617-275-1800, ext. 6413 (days) or
508-877-0539 (evenings.

• CONTINUED ON BACK PAGE •

HOUSE EXCHANGES • FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT • BIRTHS

IDG WORLD UPDATE's MARKETPLACE

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

FOR SALE, CON'T

• **Off-white loveseat**. Brand new, never used. $400. **Blue and green full-sized sleeper loveseat**. Brand-new, never used. Cost $1,100, sell for $700.

- Chris Sears, Network World, 508-820-7423

VACATION HOME FOR RENT

• **Hawaiian paradise.** Keiki Leo: An enchanting three-bedroom, two-bathroom home on Kauai's spectacular north shore, 10 minutes from Hanalei Bay. Unique design with large master bedroom and spacious living room upstairs, two bedrooms downstairs. Wrap-around lanai with ocean and mountain views. 100 ft. from the ocean. Special rate for IDG employees and friends. Available beginning mid-October. Visit the house at http://www.kauai-paradise.com.

- George Clark, 415-978-3301, george_clark@macworld.com

PEN PALS

Victoria, the daughter of IDG Bulgaria's **Tatiana Hinova** is seeking a pen pal from a French-speaking country. Victoria is 14, enjoys tennis, swimming, theater and Spice Girls. Contact Tatiana at IDG Bulgaria (tel: +359-2-963-2017 or e-mail: idg@mbox.digsys.bg) for mailing address.

The daughters of General Manager of IDG Venezuela **Peter Cernik** are both interested in pen pals. Daniela, 15, enjoys music, parties, pizza and books. Patricia, 13, likes music, pizza, books and art. Both girls have their own e-mail addresses and would enjoy chatting on the Web or mail correspondence. Contact Peter at cernik@cwv.com.ve, tel: +58-2-9527427, fax: +58-2-9533950 for their e-mail or mail addresses.

Alexander, the son of IDG Australia's **Catherine Ross** is seeking a pen pal, preferably from the U.S., but is open to correspondence elsewhere. Age 10, Alexander enjoys athletics (especially shot put and discus), tennis, swimming and karate (yellow belt), and pizza. Contact Catherine at IDG Australia (tel: +61-2-9439-5133) for Alexander's mailing address.

MARKETPLACE IS ONLINE, TOO!

IDG World Update's Marketplace section is also part of _IDG World Update Online_ (http://idgcentral.com or on Lotus Notes). It is updated frequently, as often as new classified notices arrive. And, Marketplace Online is accessible to IDG's employees outside the U.S., so if you are interested in a vacation rental house in another country, a house exchange, or a pen pal for your child, this is the place to advertise — at no charge!

Send your ads in by Oct. 21 in order for them to appear in the Oct. 27 issue.

Please include the following in the next edition of Marketplace:

(Circle one) For sale, for rent, wanted to buy, marriage or birth announcement, pen pal, house exchange

____

____

____

____

Your name: ____________________

Business unit: ______________ Tel: __________

Send information to be posted in the online Marketplce to *IDG World Update* at fax: 617-423-0712 or via e-mail at world_update@ idg.com

IDG Books Shoots! Scores!

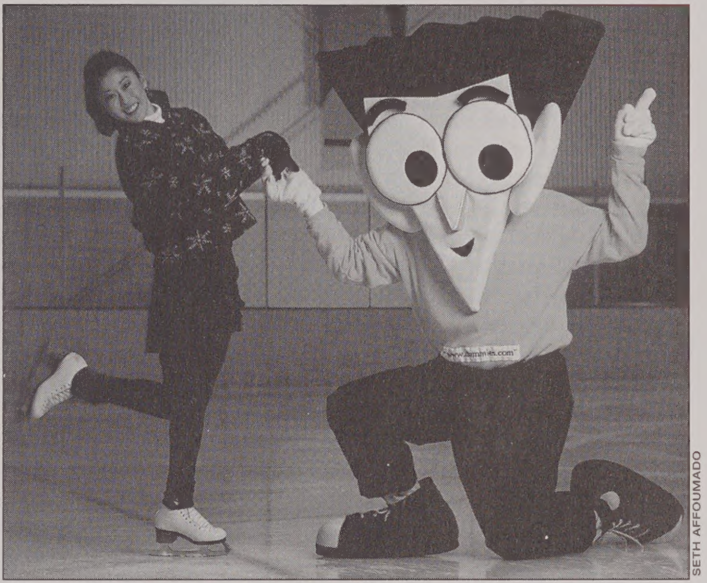
Company announces three new titles in its rapidly expanding sports category

You're putting together your dream all-around sports team — who do you pick? How about Olympic gold medalist Kristi Yamaguchi for figure skating, Notre Dame coach "Digger" Phelps for basketball and former NHL star John Davidson for hockey? These are the pros IDG Books has signed to their *...For Dummies* roster to share their expertise.

IDG Books is adding to its rapidly expanding line of sports books with *Basketball For Dummies* and *Hockey For Dummies*, which will be available in mid-October, and *Figure Skating For Dummies*, which will triple axel into bookstores in January in time for the 1998 Winter Olympics in Nagano, Japan.

High-profile authors such as Yamaguchi, Phelps and Davidson were signed to assure readers that they are getting insider insights and the latest trends, not only in learning how to play but on how to be a better-informed spectator.

"We are moving aggressively into this category because the sports-loving public wants books that can clearly explain the intricacies of playing and watching sports," said **Steve Berkowitz**, president of IDG Books Worldwide. "In 1996 we released *Golf For Dummies*, and it has gone on to sell over half a million copies. We have similar ambitions for these new titles in our sports line."



SETH AFFOUMADO

OLYMPIC GOLD MEDALIST KRISTI YAMAGUCHI WILL SHARE HER *expertise in IDG Books' upcoming Skating For Dummies, due to hit bookstore shelves in January.*

ICE

continued from page 1

drew over 750 paid registrants.

"ICE/Los Angeles '97 shows that we've established ourselves as a major player in the Internet Commerce market," said ICE President **Ron Milton**. "Our high-level, content-oriented programs clearly differentiate us from IDG competitors and continue to attract more and more of the leaders and policy makers who are spearheading the implementation and growth of Internet Commerce initiatives within their organizations. We feel that ICE is an excellent position to become the dominant Internet business solutions event."

ICE has also become the focal point of significant media activity in the Internet arena, as the show in Los Angeles attracted over 250 members of the press, both print and broadcast, from around the country. It is clear from the number of interviews that were conducted in the press room and in corporate meeting rooms, as well as by the recent volume of post show press, that participating companies see ICE as a major opportunity to interface with the IT, business and trade media.

The ICE team has a dynamic year ahead of it. Remaining 1997 events include those in Singapore, Shanghai and Tokyo. The show will have its 1998 kick-off in Boston at the World Trade Center, March 23-26, 1998; ICE will return to the Los Angeles Convention Center, Sept. 23-26,1998.

CALENDAR

October 8-10
Networld+Interop
Atlanta, GA
Contact: Tiffany Wallace
tiffany_wallace@idg.com

October 12-15
CIO Perspectives Conference
Naples, FL
Contact: Lynda Rosenthal
lyndar@cio.com

October 15-17
Telecommuting & Home Office Show
San Francisco
Contact: IDG Expo Management
800-393-THOE

October 19-21
Agenda
Scottsdale, AZ
Contact: Lia Lorenzano
lia_lorenzano@infoworld.com

November 2
Government CIO Summit
Charleston, SC
Contact: Jessica Savage
jessica_savage@fcw.com

November 17-18
Comdex Fall '97
For information on IDG participation,
contact: Tiffany Wallace
tiffany_wallace@idg.com

NOTEWORTHY

PROMOTIONS

IDG WORLD UPDATE
POHLMAN

IMS veteran **Ginny Pohlman** is now vice president of international sales for IDG Marketing Services and will be responsible for the management and accountability of the IMS sales teams in Framingham and San Francisco.

"During her seven years with IDG/IMS Ginny has consistently increased revenues and expanded the client base in her region through a mix of product knowledge and hard work," said **Frank Cutitta**, managing director of IMS. "As a team player she has managed to earn the respect of her domestic and international counterparts and, more importantly, has earned respect among clients and agencies as the global champion of some of IMS' most creative marketing and sales partnership projects."

NEW EMPLOYEES

CHIN

PC Games Publishing has hired **Douglas Chin** as an account manager in advertising sales. When he's not at the office, Doug enjoys developing computer games and playing competitive racquetball, and counts his three-year-old daughter as his proudest accomplishment.

IDG' Channel Services Group has made a host of new hires. **Michael Duranko** comes to the group as Western advertising director from CMP Media where he was national sales manager for the Channel Interactive Group. He has a B.S. in chemical engineering from Michigan State University and like to golf, garden, travel and read in his spare time.

Louise Cupelli has been hired as senior regional sales manager for the group. She previously worked for Cahners Publishing as a regional sales manager for *Reseller Management* magazine and twice won the Cahners President's Club Award for sales achievement. She has a B.S. in consumer-related studies from Penn State and likes to bike and work on container gardens and various arts and crafts projects.

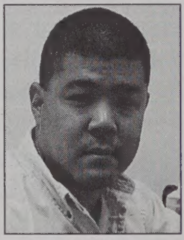
IDG WORLD UPDATE
MOON

Courtney Moon has signed on as marketing coordinator to work on the launch of *Solutions Integrator*. She comes from the marketing and advertising agency Stoorza, Ziegans and Metzger, where she handled strategic marketing planning for high-tech companies. She attended the University of San Diego and likes traveling and outdoor activities.

Coming from Miller-Freeman where she was western regional sales manager for *Unix Review*, **Nancy Lawth** is now *Solutions Integrator*'s regional manager. She has an M.S. in marketing and advertising from Northwestern University.

Previously with Cahners Publishing's *Reseller Management*, *EDN* and *Electronic Business*, **Christine French** is now CSG's managing editor. When not working with her husband on their version of "This Old House" their 18-month-old daughter Jacqueline keeps her very busy.

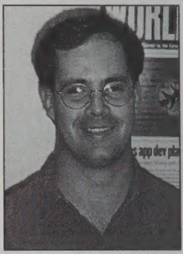
Senior Editor **TC Doyle** also comes to CSG from CMP Media where he was an industry editor at *VAR Business* magazine. He earned a B.A. in journalism from Indiana University.



KANESHIGE

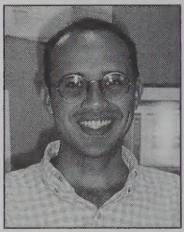
Tom Kaneshige is now an associate editor with CSG. He previously worked as an associate editor at Edittech International and has owned his own small business. He has a degree in English literature from the University of California/Santa Cruz and practices martial arts and his golf game outside the office.

Walter Hodge is *Computerworld*'s senior district manager/South Atlantic and will be working out of Rochelle Park, N.J. Prior to IDG he worked for Ziff-Davis and the Walt Disney Co. He has a degree in business administration from Campbell University in North Carolina. In his spare time he likes sports, traveling (especially by motorcycle) and reading.



BILDERBACK

Marc Bilderback has signed on at *InfoWorld* as a PC support specialist. He comes from Apple Computer's Newton Group, where he worked on the MessagePad 2000 and its related connection utilities. He has an associate's degree from DeAnza College in Cupertino, Calif., and enjoys cycling, computers and reading in his off hours.



KISSINGER

David Kissinger is working at IDG Books in Foster City, Calif., as an associate publicist in Dummies Trade Publicity. He previously worked in the publicity department at HarperCollins in San Francisco. He has a master's degree in Spanish from the University of California/Berkeley. Outside the office he enjoys spending time with his new nephew, cooking and freelance writing.

CONTEST REMINDER

If you don't already have a password to IDG Central, IDG's online employee information resource, you're eligible to enter a random drawing for a U.S. Robotics 56K modem.

Just request a login to IDG Central (http://idgcentral.com) and visit the site by Oct. 3. You can request a login by clicking the "Request a Login" link at the site or by contacting IDG Global Communications at globalcomm@idg.com or 650-524-5700.

Remember, the contest deadline is Oct. 3!

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-THREE YEARS

Nora Hörmann - IDG Germany

NINETEEN YEARS

Helga Biesel - IDG Germany

SEVENTEEN YEARS

Maria del Carmen Doehler - IDG Germany

SIXTEEN YEARS

Karin Giffhorn - IDG Germany

FIFTEEN YEARS

Nilcimar Laino Oliveira - IDG Brazil

THIRTEEN YEARS

Anton Paunert - IDG Germany
Ingrid Holzbauer - IDG Germany
Juan Marquez - IDG Spain

TWELVE YEARS

Heiderose Witte - IDG Germany
German Olguin Mora - IDG Mexico

ELEVEN YEARS

Cheryl Podda - IDG Australia
Susan Thaxter - Computerworld
Elizabeth Philipps - Computerworld

TEN YEARS

Adiana Amadei - IDG Italy

NINE YEARS

David Thwaites - IDG Australia

EIGHT YEARS

Mario Toffoletti - IDG Italy
Christoph Witte - IDG Germany
Marcio Luiz Lopes - IDG Brazil

SEVEN YEARS

Don Tennant - IDG Hong Kong
Vitezslav Jelinek - IDG Czechoslovakia
Katalin László - IDG Hungary
Gerhard Holzwart - IDG Germany
Hans Hausner - IDG Germany
Gloria Maria Teixeira da Cunha - IDG Brazil
Claudia Vieira da Silva - IDG Brazil

SIX YEARS

Barry Sanders - IDG Australia
Jean-Pierre Antonio - IDG France
Serge Delhommeau - IDG France
Csaba Mészáros - IDG Hungary
Fran Fox - PC Games/GamePro
Ines Mühlbauer - IDG Germany
Stephan Scherzer - IDG Germany
Birgit Seifert - IDG Germany
Stefan Ueberhorst - IDG Germany
Jose Luis Palacios - IDG Spain
Enrique Vargas Cardenas - IDG Mexico
Maria Ribeiro da Costa - IDG Brazil

FIVE YEARS

Marketa Cinkova - IDG Czechoslovakia
Martin Kybal - IDG Czechoslovakia
Jürgen Hill - IDG Germany
Iris Müller - IDG Germany
Matthias Zimmermann - IDG Germany
Oscar Gonzalez - IDG Spain
Marisa Bertoldi Zampini - IDG Brazil
Pedro Rodrigues da Costa - IDG Brazil

FOUR YEARS

Nikki Wilson - Computerworld
Dora Jeffers - Computerworld
Stanislav Borecky - IDG Czechoslovakia
Renata Majgotova - IDG Czechoslovakia
Edith Höllersberger - IDG Germany
Michael Freter - IDG Germany
Victoria Anderson - Web Publishing
Marlise Fereira Pinto - IDG Brazil
Maria Elda R. Guimaraes Lyrio - IDG Brazil

THREE YEARS

Arron Patterson - IDG New Zealand
Pavel Hejny - IDG Czechoslovakia
Frank Gjermand Pedersen - IDG Denmark
Dorte Toft - IDG Denmark
Claus Krogh - IDG Denmark
Lynn Luis - PC Games/GamePro
Jaroslava Neumannova - IDG Czech.
Roberta Prandini - IDG Italy
Silvia Merlini - IDG Italy
Deborah Vilella - IDG Italy
Anthony Miller - IDC U.K.
Sharon Chang - IDG Singapore
Robert Steindl - IDG Germany
Wolfgang Sommergut - IDG Germany
Kerstin Lohr - IDG Germany
Margarete Kuther - IDG Germany
Sabine Bünning - IDG Germany
Jeff Meers - IDG/EMEA
Ana García - IDG Spain
Claudia de Araujo Damas -IDG Brazil
Marcelo Leite Augusto - IDG Brazil

TWO YEARS

Dolores Barraza - IDG Books
Sara Culley - Mac Publications
Carole Longworth - Computerworld
Robert Wysocki - Computerworld
Hiroshi Wada - IDC Japan
Ivan Seres - IDG Hungary
Balázs Spányik - IDG Hungary
Guido Sieber - IDG Germany
Alexander Dankesreiter - IDG Germany
Heidi Schwab - IDG Germany
Dolores Clavero - IDG Spain
Beate Welte - IDG Switzerland
Moacir P. Rodrigues - IDG Brazil

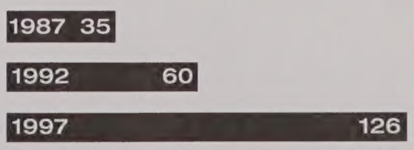
ONE YEAR

Hiroyuki Yoshida - IDC Japan
Jana Brtnova - IDG Czechoslovakia
Magdalena Kuncova - IDG Czech.
Libor Janda - IDG Czechoslovakia
Pavel Houser - IDG Czechoslovakia
Linda Djurhuus - IDG Denmark
Susan Hammond - Computerworld
Mauro Buccola - IDG Italy
Marco Zani - IDG Italy
Fabrizio Gioja - IDG Italy
Maria Antonietta Passarelli - IDG Italy
Mario Bazzoni - IDG Italy
Natasha Sum - IDG Singapore
Carola Eichele - IDG Germany
Ursula Nehring - IDG Germany
Thomas Steger - IDG Germany
Franziska Pflugbeil - IDG Germany
Miguel A. Gomez - IDG Spain
Esperanza Rojo - IDG Spain
Maria Luisa Gijon - IDG Spain
Alejandro Garcia - IDG Spain
Manuel Cerdá - IDG Spain
Claire Davenport - IDG U.K.
Lauren Kruger - IDG Books
Patricia Pan - IDG Books
Todd Fouty - IDG Books
Marco Antonio Goes - IDG Brazil
Cristina de Vasconcelos - IDG Brazil
Alberto Nobuo Kabuoka - IDG Brazil
Liane Vitorio Mourao - IDG Brazil

DID YOU KNOW?

Active Installed Base of PCs in the U.S.

Estimates in millions for close of each year



SOURCE: IDC

CELEBRATING 10

Richard Villars

HOME: Boston, Mass.

JOINED IDC: March 1987, as a senior analyst, Data Communications.

CURRENT TITLE: Director, Network Architectures and Management. I lead a research team focused on market opportunities for networking software.

MOST CHALLENGING PART OF YOUR JOB: Keeping ahead of the industry in a market that changes every six months.

BEST PART OF YOUR JOB: Having a customer launch a successful new product or marketing campaign based upon my research and insight.

CAREER HIGHLIGHTS: 1. Being recognized for my research on the future of distributed computing with a James Peacock Award (1992); and 2. Receiving an award from IDC's sales force for excellence in sales support

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? Everybody I've worked with.

BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK? I'm not sure it's the best, but it's the most unusual. I had a client tell me he always reads my research while working out on his Stairmaster.

FIVE PEOPLE — LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY? Charles Darwin, A.S. Byatt, Abraham Lincoln, Wallace Stevens and my wife, Suzanne Oakley.

IDG CHAIRMAN PAT McGOVERN (LEFT) ESCORTS IDC'S *Rick Villars* *to dinner at Boston's Ritz-Carlton in honor of his 10 years of service to the company.*

BEST BOOK READ IN THE PAST YEAR? *Play for a Kingdom* by Tom Dyja and *Guns, Germs and Steel: The Fates of Human Societies*, by Jared Diamond

FAVORITE VACATION SPOT? Yosemite National Park

IF YOU WON THE LOTTERY TOMORROW, YOU WOULD: Teach high school history.

MANAGER'S PROFILE: "Rick is such a valuable member of the IDC research team! He is knowledgeable in a wide range of communications markets and is always there to work with clients and IDC colleagues. He motivates us all to go the extra mile."

- ***Gigi Wang**, senior VP, Communications Industry Research*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 27, Number 40 October 6, 1997

IDG BOOKS WORLDWIDE LOOKS TO SCORE WITH TWO NEW MUSIC TITLES
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ONLINE: IDC'S SENIOR VP/WORLDWIDE RESEARCH TAKES A TURN
PAGE 3

1998 EMPLOYEE PHOTO CALENDAR CONTEST WINNERS NAMED
PAGE 8

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Worldwide *PCW* Brand Awareness Survey Planned for 1998

All *PC World* publications are invited to participate

The PC World Global Product Support Center, IDG Magazine Verlag in Germany and IDG Marketing Services/Europe, Middle East and Africa are joining forces this year to manage a new IDG initiative: the *PC World* Brand Awareness '98 Survey.

BA
1998
Brand Awareness
International

The goal is to give clients — and IDG business units worldwide — an even greater level of knowledge about who *PC World* readers are and what they think about information technology products. The new *PCW* Brand Awareness survey will combine elments of the branding survey developed and successfully run by *PC Welt* in Germany, which gives vendors valuable information on how readers perceive their products, with the annual *PC World* subscriber study organized by the PC World Global Product Support Center, which profiles*PC World* reader demographics and purchasing habits and how well IDG is positioned within each mar-

• CONTINUED PAGE 4 •

CIO Celebrates 10 Years in Market Niche

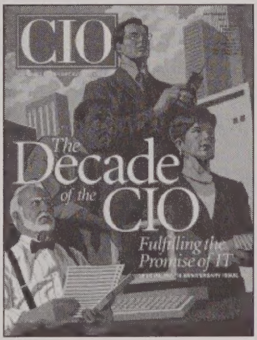
CIO celebrated its 10th anniversary last month, and there have been more than a few constants during the magazine's decade in publishing. Among them:

- *CIO* has always posted a profit at the end of its fiscal year.

- *CIO* has never strayed from its mission of being, in the words of founding editor Marcia Blumenthal, "a support resource — almost like a clubhouse — for people who are trying to do something very difficult." That "difficult" task, as the current editorial staff defines it, is "the transformation of IS folks from backshop technophiles to front-line business strategists."

- *CIO* has never faced direct competition. "We position ourselves as a 'bridge book' between the business books (like *Business Week* and *Forbes*) and the traditional PC/IS newsweeklies (like *Computerworld* and *PC Week*), said founding publisher and CIO President **Joe Levy**. "We are the only magazine dedicated to helping people succeed and not how machines work."

- Five current staff members, in one capacity or another through the years, have helped shape and support the publication since its first year of existence. Including Levy, they are Editor-in-Chief **Abbie Lundberg**, Group Director, Art and Design **Mary Lester**, Editorial Director **Lew McCreary** and Assistant to the Publisher **Diane Martin**.



Over the years, Framingham, Mass.-based CIO Communications has gone from a monthly publication with a staff of two editors to a biweekly title with an editorial staff of more than 40. Circulation has climbed from 25,000 to more than 100,000 today. The business unit has added an Executive Programs group that produced seven conferences in 1997, bringing in excess of 2,500 readers in touch with industry experts and management visionaries. And, CIO's Web site (http://www.cio.com), established in June 1995, has a staff of six and attracts 130,000 user sessions per month.

CIO's 10th anniversary issue, *The Decade of the CIO: Fulfilling the Promise of IT* , which appeared on Sept. 15, was chock full of retrospectives on the rise of the CIO and those individuals' growing influence in the business world.

• CONTINUED PAGE 5 •

IDG Books Looks to Score with Two New Music Titles

With a half million units in print in the U.S. and a global rollout scheduled for early in 1998, IDG Books' Classical Music For Dummies™ series on enhanced compact disc (ECD) has been a huge success for the company and its licensee, Angel/EMI. One title, *Beethoven for Dummies*, even reached No. 2 on the Billboard Classical Music chart earlier this year.

And so the stage is set for the launch of two new companion books: *Classical Music For Dummies*™ and *Opera For Dummies*™, both co-authored by best-selling IDG Books author David Pogue and conductor Scott Speck. (Pogue, who also pens a monthly column for *Macworld*, has numerous previous IDG Books titles to his credit including *The Weird Wide Web* and *Macs For Dummies*®.) Each book features its own enhanced CD. This enables people to simultaneously read and listen to the music described in the book and gain insight into what a music expert would hear.

The release of the books follows the recent publication of the "Teachers Guide To Classical Music For Dummies." This special 12-page booklet, created by IDG Books in cooperation with the Music Educators National Conference (MENC) and Angel/EMI, was distributed free in the August issue of the MENC member magazine. "We are delighted to be making a contribution to music education in the U.S., and look forward to working with our partners around the world to likewise bring great music, knowledge and appreciation to people everywhere," said **Marc Mikulich**, vice president, IDG Books Brands and Ventures.

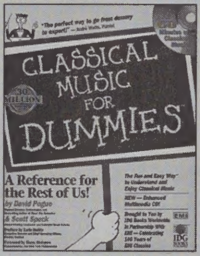
IDG CHAIRMAN PAT McGOVERN LOOKS *on as IDG Books author David Pogue signs copies of his books at the recent Macworld Expo in Boston.*

According to Mikulich, translation rights to the books have already been signed in seven languages. IDG Books will once again exhibit at the Frankfurt Book Fair Oct. 15-20, where further translation agreements are expected to be signed.

A SAMPLING OF THE INSIGHTS THAT AWAIT YOU

David Pogue, co-author of *Classical Music for Dummies* and *Opera for Dummies*, provides a sample of the musical insights readers will glean from these new books.

CLASSICAL MUSIC FOR DUMMIES



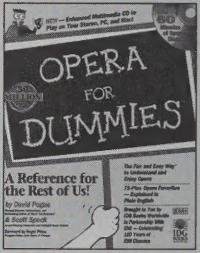
Q Some of the most fun tidbits are marked with "For Cocktail Parties" icons, from Schumann's botched plan to stretch the tendon in his hand to Mozart's early beginnings in the circus. What are some of your favorite "For Cocktail Parties" stories?

A I think my favorite true tale from music history involves composer Hector Berlioz. When in Rome on scholarship, upon hearing that his girlfriend back in Paris was dating another guy, Berlioz bought a gun, dressed up as a woman, and took the train to Paris, intending to kill the guy. Fortunately, or maybe not, he changed his mind halfway there, and decided to kill himself instead. He threw himself off a bridge into the river (but was fished out).

Q The term "symphony" sometimes refers to an orchestra and sometimes to a piece of music. What is the correct usage of "symphony"?

A "Symphony" can refer either to a particular kind of piece — a piece of orchestral music that's written in four distinct sections (movements) — or the group of musicians who *plays* a symphony. So you might hear somebody say, quite correctly, "I went to the symphony last night and they played a symphony!"

OPERA FOR DUMMIES



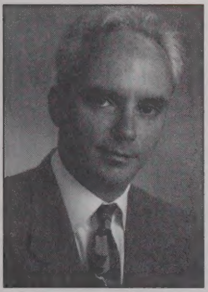
Q Why isn't it over until the fat lady sings?

A Who knows? That's a baseball expression! Seriously, though, believe it or not, most opera singers are quite svelte these days. Ever since the debut of TV, when opera singers, aghast, saw themselves waddling about the stage, the era of the fat opera singer has been fading fast. There are only about five international opera stars today who are truly porkers — Pavarotti, of course, being the most prominent example.

Q In *Opera for Dummies*, there are some pretty peculiar stories revolving around prima donnas. Why do we never hear about prima "dons"?

A Actually, there *are* some great "prima don" stories. Our favorite: One tenor sniffed that he didn't care what he was paid to perform in a certain opera — as long as it was $1 more than the soprano was getting paid. Joke was on him, though: After the show, the producer walked up to him and handed over a $1 bill. "The soprano," he told the tenor, "donated her services tonight!"

ON LINE



PHILIPPE DE MARCILLAC

IDC's Senior VP/ Worldwide Research is this week's columnist. Part 2 of his column will appear next week.

Philippe de Marcillac began his IDC career at IDC U.K., where he worked in European research from 1982 to 1988. Before rejoining IDC in 1995, he was vice president of Worldwide PC Research for Dataquest. There are approximately 30 IDC subsidiaries and agencies under his jurisdiction in Latin America, Asia/Pacific and South Pacific, Japan and emerging markets in Eastern Europe, the Middle East and Africa.

Q What percentage of IDC's revenue is generated outside the U.S.?

A Sixty percent of IDC's revenues are still generated in the U.S.; therefore we have a lot of opportunity for growth internationally. Demand for IDC's products is strong in all regions of the world. However, over time we will probably see more growth outside of the U.S, particularly in emerging markets.

You've spent most of your time in Asia/Pacific since rejoining IDC.What have you been doing?

Prior to my appointment, IDCs CEO Kirk Campbell and the IDC executive team identified Japan and the Asia/Pacific region as a key opportunity for IDC. As IT markets have opened up and developed there, our clients have been demanding more coverage from us. In addition, we decided to make some very significant changes in the region in order to meet our clients needs.

For the first six months of 1996, I lived in Japan whilst I was on a temporary assignment. Working with Executive VP Kenji Muto and his team, we implemented a new strategy for IDC Japan which has resulted in our business there growing very substantially: almost doubling in two fiscal years! As you may have seen in previous issues of *IDG World Update*, IDC Japan is now well placed to challenge market leader Gartner Group/Dataquest Japan in the competitive market to provide information to IT vendors.

From then until February 1997 I was based in Hong Kong and spent most of my time with Asia/Pacific VP Dennis Philbin and his team. We also implemented a new approach for the company — our Asia Pacific "Twin Towers" strategy. Simply put, we expanded our Hong Kong-based Asia/Pacific headquarters by splitting the function into "twin" Hong Kong and Singapore operations.

We also expanded into Malaysia at the same time, so all of this involved setting up two new operations and moving and hiring staff whilst continuing to support our clients! It was a lot of work, and at times it was touch and go, but the outcome is that we are now clearly positioned as the leader in our market in this region of the world. I am particularly proud of our strong Asia/Pacific team and our growing reputation for quality in this region. Our operations in China are particularly noteworthy as our major international competitors do not have a direct presence in this critical market.

Since March of this year, I've been based at IDC in Framingham, Mass. I hadn't had time to settle into an apartment in Boston prior to moving over to Asia, so it was interesting to unpack all the things that I had placed in storage a year earlier. At the moment I visit Asia/Pacific on a regular basis as our managers in the region continue to develop new strategies, but I'm also focusing more on other areas at IDC such as overall worldwide research, Paul Pastrone's Latin American group and working with IDC Europe President Roberto Masiero on some specific opportunities.

You've worked for both IDC and Dataquest. How do you compare the two companies?

That's rather a delicate question! Dataquest has changed a lot since I left two years ago, just before they were taken over by the Gartner Group. Obviously both companies have large client bases and are well respected in the industry. I think the major difference is that IDC is more focused on local research, which we roll up and verify at the regional and world level, whilst Dataquest is more centralized in its research and data collection. IDC's approach does allow us to be close to our clients at all levels of the organization.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

BRAND AWARENESS

continued from page 1

ket around the world.

The new Brand Awareness Survey replaces the *PCW* subscriber study in Europe in 1998, and organizers hope that the Brand Awareness Survey will be an annual effort worldwide. Any IDG business unit or licensee with a *PC World* title is invited to join the survey.

PC Welt's annual brand awareness study debuted in 1994, and in just three years it has become the authoritative study of the German IT marketplace. In 1997, the study comprised a survey of 8,500 readers encompassing 300 IT brands and 17 product categories.

INCREASE IN SALES

PC Welt's local sales team has reaped a variety of benefits from its annual study. PC vendors have placed additional advertising pages on the basis of trend data for 1994-97 that shows advertising in *PC Welt* is effective, as it increases readers' awareness and consideration of vendors' products. Moreover, companies such as IBM, Microsoft and Siemens Nixdorf see the *PC Welt* sales staff as a valuable resource and arrange appointments with them to discuss the study's results.

"The study has provided a means to gain access to very senior marketers and advertising managers," said **Christoph Burkhart**, sales director for *PC Welt*. "It is a win-win situation. Even if a vendor's results are weak, you can help them correct their image and help justify spending more on IT press advertising."

IDG President **Kelly Conlin**, believes this new international survey could be a very significant study in many ways. "Potentially, this study could provide IDG with a major strategic marketing tool that none of our competitors will have or be able to match."

Jörg Dahmen von Buchholz-Darburger, *PC Welt*'s market research manager, has three years' experience running the *PC Welt* survey and will take overall responsibility for the international survey. He will be working very closely with each participating IDG business unit on a day-to-day basis to manage the questionnaire's design, translation, data management, analysis and results distribution. While the survey's layout will be standardized, participating business units can influence the content of questions, such as those relating to local brands.

IDG Marketing Services/EMEA is championing the project in recognition of how important the results will be to clients and to position IDG as a brand leader on both a European and a global level.

> *"Potentially, this study could provide IDG with a major strategic marketing tool that none of our competitors will have or be able to match."*
>
> ***Kelly Conlin***

"By expanding the concept of the German survey on an international level, we can start to build one of the most comprehensive IT branding research studies available globally," said **Richard Buckley**, IMS/EMEA's strategic planning director, who is coordinating the project and encouraging IDG business units to participate.

Any *PC World* reader can fill out the survey, which will be on a covermounted CD-ROM or disc. *PC Welt* also adds the survey to its Web site for readers to download, and participating business units will be encouraged to do the same for their surveys, or at minimum promote the survey on the site. The goal is to have as many surveys as possible conducted sometime next February so that consolidation of the results will produce the most comparable and valuable data. This timeframe should give business units enough time to sign up for the survey and to recruit vendors to donate prizes.

Business units will be charged a fee to participate in the survey, but the costs are expected to be easily recouped from incremental ad pages placed by customers further convinced of the value advertising in *PC World*.

For further details of how to participate in the upcoming Brand Awareness Survey contact Jörg Dahmen von Buchholz-Darburger at telephone 49-89-36086-309, jdvbd@compuserve.com or Richard Buckley, IMS/EMEA Strategic Planning Director, telephone 44-1784-210307 , richard_buckley@idg.com.

PCW FAST FACTS

Total number of PC World titles worldwide: 62

First PC World established: 1983 (PC World U.S.)

SURVEY PARTICIPATION BRINGS BENEFITS

The benefits that business units can gain from the Brand Awareness '98 International Survey include:

- **Detailed readership data and purchase behavior across a wide range of product categories.**
- **Value-added services for customers.**
- **New sales opportunities; the research can be positioned to help IT marketing managers justify spending more on advertising.**
- **Opportunities to present results (on a local, regional or international basis) to the publication's important audiences: CEOs and marketing and sales managers. Each participating business unit will receive a CD-ROM with data from all participating countries.**
- **Increased reader loyalty. Readers participating in the survey will be eligible to win prizes in random prize draws. *PC Welt* has found that most survey respondents participate annually.**

IDG
INTERNATIONAL DATA GROUP

Job Opportunities
Monday, October 6, 1997

SALES ASSOCIATE, CHANNEL SALES (CW)
The selected candidate will provide multi-functional support to the National Director of Channel Sales responsible for direct advertising sales efforts nationwide. Selected candidate responsibilities include client service, sales intelligence gathering, production of graphics presentations, advertising coordination and event planning. The ideal candidate will be goal oriented, independent, extremely organized, and thrive in a very fast paced environment. This individual must possess a bachelor's degree, relevant experience and a strong technological aptitude. Location: Dayton, OH
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

VP, IS (CW)
Computerworld has an opportunity for a seasoned, senior IS professional to lead the Information Systems Department. As a senior member of Computerworld's management team, you will work closely with all departments to implement IS solutions directly tied to meeting organizational goals. Position requires an extensive technical and management background with at least 10 years of related experience. Specific experience with electronic publishing systems, Notes databases, and Client Server Technology is required. The ideal candidate will possess strong leadership, management and communication skills with a desire to work in a collaborative, fast paced, deadline intensive environment. Location: Framingham, MA
Contact: S. Perry, Fax: 508-879-3760, Phone: 508-820-8160, Email: susan_perry@cw.com

MANUFACTURING MANAGER (GAMEPRO)
GamePro Media Group and PC Games Publishing seek an experienced, hands-on individual to manage the magazine publication process with responsibility for printer relations, scheduling, manufacturing quotes, internal coordination of paper with IDG Paper Services, paper quality, insert/bindery instructions and insert/collateral print purchasing. Ideal candidate will be organized, detail oriented, have excellent written and verbal communication skills with a minimum of 3+ years in graphic arts industry and printing processes. Location: San Mateo, CA
Contact: B. Sours, Fax: 650-349-5279, Phone: 650-286-2545, Email: bsours@gamepro.com

EXECUTIVE SUPPORT COORDINATOR (ICE)
In this position you will provide administrative and project support to the ICE executive staff; including the business unit President, VP of Operations, VP of Sales and VP of conferences. Responsibilities will include customer contact and meeting scheduling, proposal preparation, on-line project tasks, administration of an on-line database and coordination of various projects and administrative duties as needed. Candidates should possess 2+ years business experience, strong PC skills, and familiarity with the Internet. Ideal candidates will be highly organized, able to operate effectively in a growth oriented environment, and comfortable dealing with all levels in an organization. Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

RESEARCH ANALYST, INTERNATIONAL ACCESS (IDC)
International Access Service is looking to add a research analyst to the team. Responsibilities include data collection, client inquiry, and the timely delivery and writing of newsletters, reports, and bulletins. Candidates should possess good analytical skills and a genuine interest in research. Strong PC skills and customer interaction background are important. Candidates must display the attributes of a team player and have an adaptable personality. Knowledge of the IT industry is a plus. Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

SENIOR ACCOUNT EXECUTIVE, GROWTH (IDC)
IDC is seeking a senior sales professional to represent all of IDC products and services, specifically covering Media and content accounts. Position requires 2 to 5 years of direct selling experience. Requires excellent interpersonal skills, communication skills, and the ability to multi task. The successful candidate will be assertive, have strong negotiation skills and a BA/BS. Strong computer skills plus a knowledge of market research business and computer software industry a plus. Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

FINANCIAL ANALYST (IDG)
In this key role, you will be responsible for monthly financial reporting and analysis of results. Additionally, you will prepare US and international budget information and provide reports, analyze spreadsheets and prepare various ad hoc reports and projects. Our ideal candidate will have a BS in accounting or finance, 2-4 years' related experience and strong Excel spreadsheet skills. A working knowledge of accounting software, database tools and report writers is preferred. Familiarity with magazine publishing is a plus.
Location: Framingham, MA
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: -NA-

OFFICE SERVICES ASSISTANT (IDG CENTRAL SERVICES)
Seeking a highly energetic, service oriented individual for the Office Services Department. Responsibilities include sorting and distributing mail, FedEX, UPS, shipping and receiving, assisting with maintenance of storage, set up and maintenance of conference rooms, switchboard back up and other duties as assigned by supervisor. Must be organized, possess good communication skills, and have the ability to juggle multiple tasks. Experience in mailroom, shipping and receiving environment desired. Valid CA Drivers License and ability to lift 50 lbs required. Location: San Francisco, CA
Contact: T. Ohara, Fax: 415-974-7316, Phone: 415-978-3204, Email: thalia_ohara@pcworld.com

RECEPTIONIST (2) (IDG CENTRAL SERVICES)
Seeking two experienced, highly professional full time receptionists for a busy 24 line PBX switchboard. Responsibilities for these ideal candidates will include directing calls, greeting guests, processing incoming and outgoing faxes and handling courier package duties. Candidates must be extremely professional, organized, punctual, and possess excellent communication and interpersonal skills. Minimum of one year of receptionist experience in an office setting along with excellent verbal and written communication skills. Location: San Francisco, CA
Contact: T. Ohara, Fax: 415-974-7316, Phone: 415-978-3204, Email: thalia_ohara@pcworld.com

CONTRACT RECRUITER (IDG/B)
Must be an employment matchmaker: linking the needs of hiring managers to well qualified candidates and ensuring that the corporate culture is a perfect environment for both. Will source, recruit, interview, and hire non-exempt and exempt positions in sales, finance, and marketing as well as be responsible for the company's successful temp pool. Hours can be flexible. At least 3 years experience necessary to be considered for this position. Location: Foster City, CA
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

SALES ASSISTANT (IDG/B)
Assist in tracking new title orders, re-orders, and co-op funds; responsible for ordering materials for tradeshows, making travel arrangements, and providing general administrative support for National Account Managers. Will also maintain an up to date filing system for covers and tip sheets and serve as a liaison between sales, marketing, and editorial. Must possess superior customer service skills, good communication and organizational abilities, and working knowledge of MS Word, Excel, PowerPoint, and Schedule +. Location: Indianapolis, IN
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: mboese@idgbooks.com

CONFERENCE REGISTRAR (IDG/CMC)
Conference Registrar required to manage registration for Client based business, processes and systems for medium to large scale IT events. Strong customer service support background and data entry skills. The ability to communicate clearly and professionally in both written and oral contexts. Excellent organization/data management skills. Proven experience in taking initiative, problem solving, and prioritizing. The capability to work in a fast paced environment with little direction. Experience with conference registration/production environment a plus. Must be a team player. A minimum of an AA or equivalent and 1-2 years of database management and customer service skills. Experience with Macintosh computers and proficient in the following software: FileMaker Pro, Microsoft Word, Excel, Web Browsers, and E-Mail. Location: San Mateo, CA
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

FINANCE MANAGER (IDG/CMC)
Financial manager required to monitor and control finances and budget for IDG Conference Management Company. BS in Accounting or Finance a must, full knowledge of accounting principles, cycles, budgeting, and forecasting processes.
Location: San Mateo, CA
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

SR. CONFERENCE MANAGER (IDG/CMC)
Highly skilled individual required to manage business and production components of the DEMO product line, inclusive of our annual executive conference, retreat series and newsletter. Must be expert in the field of event production, be bottom line oriented and a team player. Must have strong event and brand marketing skills. The ability to work in a fast paced, high energy environment with little direction is critical. Must have a minimum of 5 years experience in producing high tech events. Experience with newsletter business a plus. Experience with Macintosh computers and proficient in the following software: FileMaker Pro, Microsoft Word, Excel, various Web Browsers and Email. Location: San Mateo, CA
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

EDITOR-IN-CHIEF (IIP)
This candidate will be responsible for the overall creative direction of this start up publication, including the setting and execution of its editorial agenda and mission, its lunching, the hiring and management of all editorial staff, and the quality and integrity of the editorial product on a week to week basis. The ideal candidate will possess a thorough knowledge of the "digital industries" and the new or networked economy from which they emerge, have proven management and leadership experience, an understanding of the art of reporting on people over products or companies, and an entrepreneurial spirit. Location: San Francisco, CA
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

ASSOCIATE PUBLISHER (MAC PUB)
The candidate for this position will maximize ad pages, revenue and marketshare by participating in the development of and directing the implementation of sales promotion strategies and programs. He/she will manage the expense and revenues of all territories as well as manage, train, and develop a highly professional sales force to achieve and surpass page, revenue, and marketshare goals. This position requires 10+ years of high tech advertising sales experience with increasing financial and management responsibilities. Location: San Francisco, CA
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

AD SALES ADMINISTRATIVE ASSISTANT (2) (MAC PUB)
This candidate will be responsible for providing admin. support to a team of Ad Sales professionals. The ideal candidate must have a minimum of 2 years office experience, preferably in a sales environment, able to exercise a high level of professionalism, is self-sufficient with good verbal and written communication skills, and be able to juggle multiple priorities and meet deadlines. Macintosh proficiency (MS Word, Excel, and Filemaker) is a must. This position is ideal for anyone who has a strong desire to learn about advertising sales in the publishing industry. Location: San Francisco, CA
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: jobopportunities@macworld.com

VP OR DIRECTOR OF HUMAN RESOURCES (NW)
Reporting to the CEO and President of Network World, Inc., you will direct and provide strategy on all human resource functions including recruiting, benefits communication, training and development programs, compensation planning, employee relations and organizational development activities, legal and compliance issues as well as employee and management consultation as they relate to Network World's set business goals and strategy. Looking for candidates who have at least 5-8 years of HR experience, with particular focus on candidates who have demonstrated strong skills in organizational development, management consultation, and recruiting. Location: Framingham, MA
Contact: M. Cornetta Brown, Fax: 508-820-3340, Phone: 508-820-7474, Email: hotjobs@nww.com

WEB ADVERTISING OPERATIONS (NW)
A Web Advertising Operations Specialist is needed to work in a fast-paced customer service oriented environment. Interfacing with advertisers and agencies, primary responsibilities include placing web advertising, coordinating with production, inventory management, report distribution, and sales support. Will also take an active role in streamlining operations and developing enhanced reporting. Qualified candidates should be comfortable using a web browser, FTP, Excel, and Filemaker in a PC environment. Excellent telephone communications skills, and attention to detail are essential. Knowledge of HTML a plus. If you are interested in starting this position on a full time contract basis for three months, please let us know. Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

WEB PRODUCER (NW)
A creative and technically oriented Web Producer is needed to collaborate with a number of departments at Network World. Working in a team environment, responsibilities include: Web content creation, advanced HTML support for independent content contributors, developing quality control systems, managing a staging server and production systems, audio and video content production and integration. Involvement in developing automated production systems is key. Strong technical skills including HTML and forms design are necessary. Familiarity with databases, UNIX shell, and CGI scripting are a plus. Strong communication and organizational skills are essential. If you are interested in starting this position on a full time contract basis for three months, please let us know. Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

FEATURES EDITOR (PC GAMES)
You will be responsible for editing copy for content, organization, clarity, and completeness. You will work closely with freelance writers on story development, direction and focus, assist in the idea generation process, and write occasional features, news, and review items as well. 3+ years of writing/editing experience required. Location: San Mateo, CA
Contact: S. Klett, Fax: 415-349-5279, Phone: 415-286-2544, Email: -NA-

FINANCIAL ANALYST (PCW)
This candidate will be responsible for providing support to the Executive Director, Operations in preparing budgets and forecasts, developing models and preparing financial analysis, tracking and monitoring performances of business units against plan and providing general assistance regarding all areas of financial management. The ideal candidate will possess a BS in Accounting or equivalent work experience. Excellent communications skills and organizational skills are preferred and a proficiency in Microsoft Excel. Location: San Francisco, CA
Contact: M. Buckingham, Fax: 415-442-1891, Phone: 415-978-3308, Email: madeleine_buckingham@pcworld.com

OFFICE MANAGER, BUSINESS OPERATIONS (PCW/ONLINE)
This candidate will oversee the day to day office operations of PCW Online that supports both on-site and off-site employees. Duties include facilities management, monthly company accounts payable reconciliation, coordinating company meetings, space coordination, support to the Publisher and in coordination with the Executive Director, Operations. Candidates should be resourceful and well organized with an eye for detail and excellent follow-up skills. Corporate experience, the ability to motivate and persuade to achieve results and a good working command of PC business applications are essential. Location: San Francisco, CA
Contact: M. Buckingham, Fax: 415-442-1891, Phone: 415-978-3308, Email: madeleine_buckingham@pcworld.com

LEAD JAVA DEVELOPER (WEB SHOPPER)
The Lead Java Programmer (LJP) will be responsible for the development, extension, and management of WebShopper technical products across all platforms and services. The LJP will work in the framework of the Development Team and will interact with Editorial, Project Management, Design and Circulation to help refine requirements and define implementation of additional features on the foundation of the existent WebShopper site. The LJP will be tasked with understanding the underlying distributed infrastructure of the existent WebShopper site, managing that environment, planning implementation of additional features of the WebShopper system and assessing and proposing emergent technologies in the Electronic Commerce space. The LJP should have a strong background in Java, development and deployment in a distributed network environment, Internet and Web technologies, and database integration. Location: San Francisco, CA
Contact: K. Freytag, Fax: 415-442-1891, Phone: 415-975-2207, Email: kurt_freytag@webshopper.com

Outstanding Employees Are Corporate STARs

Three IDG employees, nominated by their colleagues in other IDG Corporate offices for exceptional service, teamwork and results, received IDG Corporate Boviard STAR Awards this past July. The awards are given out twice a year and honor the memory of former IDG Corporate Credit Manager Jay Boviard.

Jill Hourston, operations manager/online at IDG Marketing Services in San Francisco, "has done a tremendous job of pulling together online advertising information from various IDG publications, making it easier for customers to buy advertising," said one of her internal clients. Another nomination praised her efforts to share relevant information and help internal clients work efficiently.

HOURSTON

Jill has been with IDG since May 1996.

One appreciative colleague noted that **Jim Brown**, financial systems administrator at IDG's Corporate Services Group (CSG) in Framingham, Mass., delivered one of his projects two weeks ahead of schedule. "Jim coordinated several meetings between key personnel, and his efforts guaranteed that our end product was exactly what we had requested."

Jim joined IDG in October 1995.

Another member of the CSG staff in Framingham, Bookkeeper **Michelle Vittori**, earned praise for her accuracy and her willingness to help solve any problem for her business unit partners. "Michelle always takes the extra step to ask questions ahead of time. She gets the job done, period," read one nomination.

TOM MATHEWS

JIM BROWN AND MICHELLE VITTORI *received their Corporate STAR plaques at the Corporate Services Group picnic in July.*

Michelle has been working for IDG since December 1994.

Nomination forms for the next STAR Awards will be inserted in *IDG World Update* before the end of 1997.

CIO

continued from page 1

The issue also included a pull-out poster of IT milestones in the IT industry from 1987-97.

To build visibility for the issue, which realized a 245% increase in ad pages over an average issue of *CIO*, the sales staff created the "CIO Time Warp Ad Program": for every unit of advertising bought at 1997 rates in the 10th anniversary issue, clients could get one matching unit at the 1987 rate.

In addition, *CIO* arranged for a special print run of 3,500 hardbound copies of the Sept. 15 commemorative issue. Some were distributed to an exclusive list including the President and Vice President of the U.S., every member of the U.S. House and Senate and the top business leaders of the decade.

Readers could also purchase the hardbound issue for $50 to be used as gifts for clients.

For the anniversary coup d'grace, *CIO* staff decided to award a $10,000 grant or scholarship in the name of each of the 13 IT industry visionaries honored in the Sept. 15 issue. These individuals are:

- Les Alberthal, Electronic Data Systems
- Jim Barksdale, Netscape Communications Corp.
- Eric Benhamou, 3Com Corp.
- John Chambers, Cisco Systems, Inc.
- Michael Dell, Dell Computer Corp.
- David Duffield, PeopleSoft, Inc.
- Larry Ellison, Oracle Corp.
- Bill Gates, Microsoft Corp.
- Louis V. Gerstner, IBM Corp.
- Andrew Grove, Intel Corp.
- Scott McNealy, Sun Microsystems Inc.
- Eckhard Pfeiffer, Compaq Computer Corp.
- Charles Wang, Computer Associates Inc.

Each honoree will select the educational institution to receive the award.

"We wanted to take the money that we might have spent on an anniversary party and do something to help people," Joe Levy said, noting that that the luminaries honored were "ecstatic" about the idea. "Technology is a great leveler of people, and there are a lot of talented underpriviledged kids out there. Who knows — on our 20th anniversary, we just might be honoring a technology leader who benefited from this gift."

CIO plans to expand the scholarship program in the coming years to recognize additional IT executives.

WHAT A DECADE

The pull-out poster, "A Chronicle of IT and Business Events," that was included in *CIO*'s Sept. 15 issue contained a potpourri of famous and not-so-famous facts in its dateline:

1987 — Scott Adams' first published version of Dilbert is a winning entry in a "People Who Look Like their Dogs" contest in *The San Francisco Chronicle*.

1991 — The 30 million Nintendo sets in the U.S. outnumber all other computers put together.

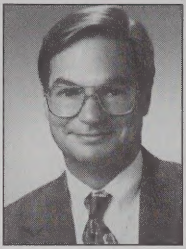
1992 — A poll finds that 80% of callers find voicemail irritating.

1994 — In January, U.S. Vice President Albert Gore gives the first computer-based news conference from the White House.

1995 — In November, *Toy Story*, the world's first completely computer-animated feature film, hits cinemas.

NOTEWORTHY

PROMOTIONS


EDMAN

A 12-year veteran of *PC World*, **Jeff Edman** has been promoted from associate publisher to publisher. Edman joined the magazine in 1985 as Midwest advertising manager and advanced to Eastern advertising director and advertising director for market development. In 1992, he was promoted to vice president of national accounts; in 1993, he was named vice president, director of advertising and associate publisher two years later.

"Over the years, Jeff has made many important contributions to our magazine," said **Rich Marino**, PC World CEO and president. According to Marino, Edman was instrumental in shaping *PC World*'s position as the magazine for PC proficient managers, recruited and trained many of the magazine's top sales people and sales managers, and put together many alliances and ancillary projects for the magazine.

A native of Evanston, Ill., Jeff has a B.A. in marketing from the University of Illinois.

Kevin Hause of IDC's Personal Systems Research group, has been promoted from analyst to senior analyst. After joining the Mountain View, Calif., office in 1996, Kevin "quickly mastered the array of analyst's skills — customer service, developing industry contacts and knowledge, writing research pieces, giving presentations and contributing to custom research projects," noted Personal Systems Research Manager **Eric Lewis**.

IDC's **Gerry Murray** has been promoted from senior analyst to research manager. He will drive IDC's imaging and document management service, as well as build consulting revenues for the group. "He has amassed both a significant amount of knowledge about workgroup markets and practical experience running consulting projects," said **John Gantz**, IDC senior vice president. "The clients know him and trust him. This promotion recognizes both Gerry's past contributions to IDC and the skills he brings to his new role."

GERSHENSON

Formerly an associate analyst at IDC Framingham, Mass., **Shulamit Gershenson** has been promoted to analyst in recognition of her research in the areas of technical servers, media/broadcast servers and independent software vendors. "Over the last year and a half, Shulamit has gone from being a relatively 'green' college graduate to a thoughtful and knowledgeable industry expert," said **Debra Goldfarb**, vice president, Workstations and High Performance Systems.

NEW EMPLOYEES

NEWMAN

After working as a temp with the *PC World* marketing group for nearly three years, **Harriet Newman** has signed on full-time as a marketing coordinator. She will work with the ad sales department on a number of marketing projects. She has a B.S. in psychology from the University of Toronto and enjoys traveling, reading and being outdoors.

BUDREAU

Based in Framingham, Mass., **Karen Budreau** has been hired as IDG's director of compensation, benefits, human resources information systems and payroll. She most recently consulted for a number of companies including Data General and Cambridge Neuroscience, and before that she worked as director of corporate HR at Reebok International and head of compensation and benefits at Lotus Development Corp. Karen has a B.S. in criminal justice from Northeastern University and a J.D. from New England School of Law. When not at the office she enjoys spending time with her two children, boating and traveling.

Editorial Coordinator **Maureen Kelly** comes to IDG Books in Indianapolis from Merit Behavioral Care, where she wrote proposals for the marketing department. She earned a B.A. in Russian and writing from Knox College and is currently in graduate school at DePaul University's Professional Writing program. She claims to have recently used an algebraic equation in a real-life situation, something no one ever thought possible or even necessary.

Also at IDG Books' Midwest office, **Elaine Brush** recently joined IDG Books as an editorial manager for Dummies Press. Prior to coming to IDG she worked for Macmillan Publishing and was an acquisitions editor for Sams Publishing. She has a B.A. in communications from Morehead State University in Kentucky. Her favorite ways to relieve stress are walking, aerobics, reading and eating chocolate-covered raisins.

Maureen Grady comes to *Computerworld* as an account executive for the New York-New Jersey area from Miller-Freeman, Inc. where she was an account sales manager for *Unix Review*. She has a B.A. in communication from the University of New Hampshire.

TRANSFERS

Heidi Creighton, most recently public relations manager at *Network World*, has been named IDG's director of public relations as part of an overall effort to support IDG's global brand identity worldwide. She will be responsible for directing the public relations activities at IDG, including supervising the current IDG public relations staff. Heidi will be based at the IDG Corporate Support Center in Boston.

"Given IDG's continued expansion in publishing, online services, research programs and events it is timely for us to expand our communications program to help our customers understand the broad diversity of IDG's resources," said IDG President **Kelly Conlin**. "Heidi brings to this new position an outstanding track record in developing successful corporate communications strategies and will play a key role in communicating IDG's

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS

Mary Doyle - Computerworld

THIRTEEN YEARS

Madeleine Spencer - IDC
Melvyn Bennett - IDG Hong Kong

TEN YEARS

Rune Antonsen - IDG Norway
Lauren Black - Macworld

EIGHT YEARS

Terrance Jones - IDG
Martin Wallström - IDG Sweden
Margaret Hennessy - Computerworld
Marco Tennyson - IDG Italy
Gisela Nerke - IDG Germany

SEVEN YEARS

Jennifer Rizzo - IMS
Lori Beth Sadewitz - CIO
Julie Perakslis - FCW
Isabelle Dumonteil - IDG France
Ayhan Sevgi - IDG UFT
Nancy Whittaker - Computerworld

SIX YEARS

Jean-Pierre Antonio - IDG France
Stéphanie Molinier - IDG France
Stephen McClure - IDC
Lennart Sandelin - IDG Sweden
Britt Kardel Hetting - IDG Denmark

FIVE YEARS

Mard Naman - Publish
Ruth Eilertsen - IDG Norway
Antoinette May - IDC
Bruce Davidson - IDC
Robert Peyton - IDC
Uli Diehlmann - PC World
Wayne Silverman - PC World
Bob Carrigan - PC World
Lotta Kempe - IDG Sweden
Kimberlee Clark - IDG Books
Vera Batorova - IDG Czechoslovakia
Renate Sänger-Ort - IDG Germany
Lily Chan - Macworld
Sheila Lynn - Macworld

FOUR YEARS

Victoria Anderson - Web Publishing
Gunnar Astrup - IDG Norway
Jean-Baptiste Su - IDG France
Licia Slimon - PC World
Rebecka Lindberg - IDG Sweden
Patrick Dryden - Computerworld
Claude Garbarino - Computerworld
Paul Cuthoys - GamePro
Clayton Haberman - Macworld

THREE YEARS

Melanie Edwards - IMS
Julie Ann McGill - IMS
Emily Gitelson - IDG List Services
Peter Fabris - CIO
Mary Morris - IDG
Kristian Lauenborg - IDG Norway
Dana Burger - PC World
Fredrik Pihl - IDG Sweden
Lori Boiardi - Computerworld

TWO YEARS

Mary Andrews - IDG
Hana Barker - CIO
Sandra Hughey - CIO
Josephine Dollente -IMS
Christine Moloney - IDG
Scott Magoon - IPS
Gail Edgett - IMS
Lisa Brown - CIO
Per Steinar Sørensen - IDG Norway
Brian Degen - IDC
Göksen Ayvaz - IDG UFT
Bill Rinko-Gay - PC World
Katarina Hemstadius - IDG Sweden
Fredrik Sjögren - IDG Sweden
Dee Harris - IDG Books
Mark Breslauer - IDG Books
David Ramel - Computerworld
David McAferty - Macworld
Karen Battley - IMS/EMEA
Louise Elliker - IMS/EMEA
Laura Ferrero - IDG Spain

ONE YEAR

Carianne Dube -IPS
Maria Maynard - IDG
James Barrett - CIO
Travis Neal - IMS
Alessandra Glahome - IMS
Karen Seriguchi - Publish
Einar Bordewich - IDG Norway
Arne Bøhmer - IDG Norway
Joe Ryan - IDG France
Laurent Sounack - IDG France
Melany Engman - IDC
Janet Oncel - IDC
Zoe Keil - IDC
John Ishimaru - IDC
Nesim Razon - IDG UFT
Arife Metin - IDG UFT
David Harpe - PC World
Henrik Ohlsson - IDG Sweden
Magnus Agnwik - IDG Sweden
Björn Nilsson - IDG Sweden
Brenda Cox - IDG Books
Laureen Austermann - Computerworld
Shirley Clute - Computerworld
Robin Morris - PC Advisor

leadership initiatives worldwide."

A public relations veteran, Heidi has more than a decade of experience in developing and managing strategic communications programs for several advertising agencies and for her own public relations business.

Most recently the editor-in-chief of IDG's online *NetscapeWorld*, **Mark Cappel** has been named editor-in-chief of IDG.net. He will oversee all editorial aspects and direction of the Web site, including its innovative delivery services.

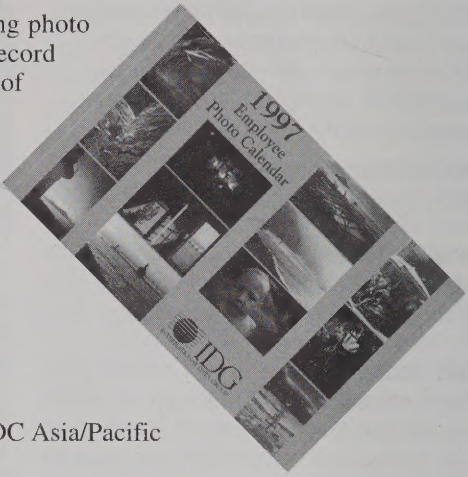
"IDG.net's mission is to connect managers and IT professionals quickly with the in-depth, high-quality news and information they need to make decisions," said **Laurie Morgan**, publisher of IDG.net. "Mark's experience makes him uniquely qualified to deliver on [that] mission."

Cappel has seven years of high-level editorial service at IDG. At *Netscape-World* he helped develop a search engine, wrote regular columns, created labor-saving production techniques, and more than doubled the magazine's pageviews.

Prior to that, Cappel was editor-in-chief of the *SunWorld* online magazine, where he increased pageviews from zero to 200,000 monthly.

All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

1998 Employee Photo Calendar Contest Winners Named



Once again, the IDG Employee Photo Calendar will feature 12 outstanding photographs created by IDG employees from around the world. This year's record submission of 270 photos created a huge challenge for the intrepid panel of judges culled from the marketing departments of four Framingham, Mass.-based business units. The group, which reached its concensus only after long and careful deliberation, comprised: **Marcy Dill**, CIO; **Mary Doyle**, Computerworld; **Virginia Lehr**, Network World; **Tony Membrino**, IDC; **MaryAnne Sinville**, IDC; **Sue Thaxter**, Computerworld; and **Kristin Wattu**, Network World.

The winners are:

First place - $250
Linda Stark, IDG Books Worldwide

Second place - $150
Daniela Toson, IDC Italy

Third place - $100
Tom Mathews, IDG

Peter Bloch, PC World

Cary Buraty-Frey, IDG Magazine Verlag GMBH

Brian Degen, IDC

Nancy Goodwin, IDG

Lawrence Llamzon, IDC Asia/Pacific

Toni May, IDC West

Liz McPherson, IDC

Jaroslav Vydra, PC World Czechoslovakia

Karen Weiss, Publish

Congratulations to all the winners and many thanks to all who entered! All photographs will be returned within the next few weeks. Calendars are scheduled to be distributed to all employees by mid-December.

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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ONLINE: IDC'S PHILIPPE DE MARCILLAC TAKES A TURN
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CHINA COMPUTERWORLD EXPO/SOUTH ATTRACTS 60,000 ATTENDEES
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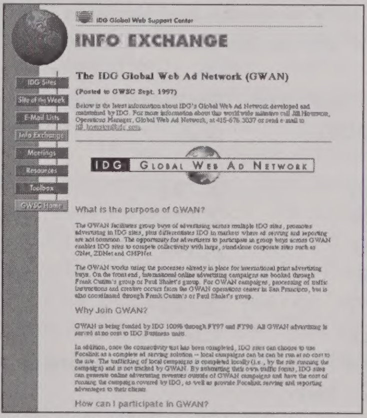
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Global Web Advertising Net Expands to 130 Web Publications

Network offers industry's most efficient access to worldwide Web audience

IDG's Global Web Advertising Network (GWAN), a program designed to give technology advertisers an easy means to execute advertising campaigns across multiple IDG Web sites, now includes 130 Web publications in North America, Europe, Asia and Latin America.



IDG Global Web Support Center

INFO EXCHANGE

The IDG Global Web Ad Network (GWAN)

(Posted to GWSC Sept. 1997)

Below is the latest information about IDG's Global Web Ad Network developed and maintained by IDG. For more information about this worldwide initiative call Jill Houston, Operations Manager, Global Web Ad Network, at 415-676-3037 or send e-mail to jill_houston@idg.com.

IDG GLOBAL WEB AD NETWORK

What is the purpose of GWAN?

The GWAN facilitates group buys of advertising across multiple IDG sites, promotes advertising in IDG sites, plus differentiates IDG in markets where ad serving and reporting are not common. The opportunity for advertisers to participate in group buys across GWAN enables IDG sites to compete collectively with large, standalone corporate sites such as CNet, ZDNet and CMPNet.

The GWAN works using the processes already in place for international print advertising buys. On the front end, international online advertising campaigns are booked through Frank Cutitta's group or Paul Shalet's group. For GWAN campaigns, processing of traffic instructions and creative occurs from the GWAN operations center in San Francisco, but is also coordinated through Frank Cutitta's or Paul Shalet's group.

Why Join GWAN?

GWAN is being funded by IDG 100% through FY97 and FY98. All GWAN advertising is served at no cost to IDG Business units.

In addition, once the connectivity test has been completed, IDG sites can choose to use Focalink as a complete ad serving solution -- local campaigns can be can be run at no cost to the site. The trafficking of local campaigns is completed locally (i.e., by the site running the campaign) and is not tracked by GWAN. By submitting their own traffic forms, IDG sites can generate online advertising revenues outside of GWAN campaigns and have the cost of running the campaign covered by IDG, as well as provide Focalink serving and reporting advantages to their clients.

How can I participate in GWAN?

INFORMATION ABOUT GWAN IS *available to all employees on the IDG Global Web Support Center site (http://www.supportcenter.com).*

Through a single point of contact, advertisers can reach IDG's targeted communities of IT buyers in 22 countries. Before the year's end, IDG will expand GWAN to offer online advertising on all 170 IDG sites around the globe, according to **Laurie Morgan**, publisher of IDG.net and general manager of GWAN.

GWAN delivers all the components of a global online advertising campaign. Rates, campaign implementation, management, tracking and reporting are all offered seamlessly. Launched at PC Expo in June, in its first three months of operation GWAN has already managed a group of campaigns for some of IDG's largest and most demanding advertisers including IBM, Gateway, Netscape, Microsoft, Lotus and Novell. To date, GWAN has served mainly IDG Marketing Services customers such as these, but is available to any advertiser purchasing advertising on at least four IDG sites.

"The idea of GWAN is to simplify the purchase of advertising across any combination of IDG Web sites," Morgan explained. "Advertisers value the targeting that's possible using IDG's focused sites. With GWAN, we make purchasing targeted audiences as easy as purchasing mass impressions on a supersite — but, the advertiser gains the benefit of knowing what they're buying."

"We provide the advertiser a single point of contact and a single uniform set of reports on ad performance in exchange for a minimum commitment of a one-month advertising pro-

• CONTINUED PAGE 4 •

IDG Joins Microsoft in Internet Explorer 4.0 Channel Partnership

THE IDG.NET FLAG FLIES OUTSIDE THE *entrance to the Microsoft Internet Explorer 4.0 launch event in San Francisco.*

Disproving The Rolling Stones, IDG and Microsoft Corp. will show that you *can* always get what you want – and exactly the way you want it. The two firms announced earlier this month that IDG.net, IDG's gateway to its many publications' Web sites, will be a premier Active Channel partner for Microsoft's latest release of its Web browser platform, Internet Explorer 4.0. IDG.net will

• CONTINUED PAGE 5 •

PC World Rated Most Influential Computer Buyer's Book

Being No. 1 is getting to be a habit with *PC World*. Earlier this year, the magazine outperformed its competition across the board in the circulation wars. Now a survey by IntelliQuest, the largest independent media survey to focus on computer product buyers, reports that *PC World* is the most widely read computer monthly among business purchase influencers. *PC World* was also the only computer monthly to break the 2-million average issue audience mark, outrunning its next biggest competitor by 23%.

PC World also came out ahead of the competition when that competition was the leading U.S. business monthlies.

***PC World* vs. Major Monthly PC Publications**
IntelliQuest CIMS v4.0, Business Influencer Study (1997)

Publication	Average Issue Audience	PC World Advantage vs. Other Monthlies Number	 Percent
PC World	2,407,700	N/A	N/A
Windows Magazine	1,960,300	447,400	23%
Computer Shopper	1,955,100	452,600	23%
PC/Computing	1,842,800	564,900	31%
Windows Sources	1,045,800	1,361,900	130%

(This year IntelliQuest's definition of "influencer" was refined and narrowed to exclude respondents who provided advice but had no formal involvement in the buying process.)

***PC World* vs. Major Business Magazines**
IntelliQuest CIMS v4.0, Business Influencer Study (1997)
Average Issue Audience

Publication	Total	Professional/Managerial
PC World	2,407,700	1,864,200
Business Week	1,940,200	1,556,400
Fortune	1,446,500	1,149,100
Forbes	1,192,700	977,300

Following on the heels of the Intelliquest survey, the Fall 1997 Simmons Study of Media and Markets shows that, with an average issue audience of 6 million, *PC World* has the largest total readership, not to mention the most professional/managerial readers, of any computer or business publication – including *PC Magazine* and *The Wall Street Journal.*

According to the Simmons study, *PC World* reached the largest audience of business decision-makers who spent more than $500,000 on business purchases in the last year and reached the most who spent more than $100,000 on PC products for their business.

Not only did *PCW* best its circulation competitors in the ABC Fas-Faxe Report for the six-month period ended June 30 (see *IDG World Update*, Sept. 1, p. 2) and in high-powered readership, but it also collected more editorial awards in 1997 than all other publications in its category.

Simmons Study of Media and Markets (Fall 1997)
***PC World* vs. Selected Publications**

	Total Audience (000)	Prof/Managerial (000)	CPM* (Based on Total Audience)
PC WORLD	6,090	2,791	$8.61
PC Magazine	5,754	2,713	9.66
Wall Street Journal	5,281	2,547	26.00
Forbes	5,180	2,184	11.46
Business Week	5,076	2,229	15.19
Fortune	3,721	1,677	16.34

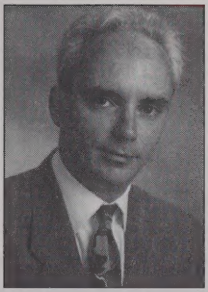
*CPM full-page, 1x ad rates; 4-color for magazines; black-and-white for *Wall Street Journal.*Source: SRDS, Sept. 1997.

SHORT TAKES

ExecuTrain, IDG's business technology training partner, announced the opening of its 200th office location in Barcelona, Spain. Headquartered in Atlanta, the company now has 200 locations in 23 countries and trained more than 1.2 million people in 1996. Contact: Kerry Stanfield via e-mail: kerrys@executrain.com.

IDG Books has won the *Inc. Magazine* 1997 Marketing Master of the Year Award in Communications Services. The company was honored for the outstanding and innovative marketing approach used to build its ...For Dummies Brand. IDG Books will be featured in a special section in Inc.'s December issue and at an awards banquet on Nov. 20.

ON LINE



PHILIPPE DE MARCILLAC

IDC's Senior VP/Worldwide Research is this week's guest columnist. Part 1 of his column appeared Oct. 6.

Q Is data collection done the same way in every country, or do cultural differences mean that staff in one country takes a different approach from staff in another? How might cultural considerations impact research style?

A Data collection is actually carried out quite differently in different countries. There are a number of reasons for this, but cultural factors are certainly a major issue. In many Latin American and Asian countries for example, one often needs to use face-to-face techniques to obtain information that could be obtained on the telephone in other markets such as the United States or many European countries. Some cultures have a very rigid and centralized business environment, such as Japan, where it is very important to take the right route into the company. If you don't approach the right contact person within the company to get your information, you may be barred from that company, or word might spread in the industry that you don't know the proper protocol and other companies might not cooperate.

It is important to understand, therefore, that this inevitably means that it is often more costly to gather information in these markets, and that projects can take longer to complete than one might expect based upon experience in the U.S.

Consistency is another major issue that is raised by cultural and geographical factors. IDC's country network of offices provides us with unparalleled reach and helps us keep close to our customers. But nowadays, as our clients globalize, consistency of research is often valued as much as local knowledge. In many regions of the world our groups are dispersed in offices that are many time zones and large distances apart. We manage this challenge through our regional hubs (such as Miami for Latin America and Hong Kong/Singapore for the Asian region) that provide guidance and tool kits to our offices in those countries.

How do customers perceive IDC's worldwide research offerings compared with those of our competitors?

We cover all major areas of technology and markets across the world. IDC's customers love our country expertise. They also really value our analyst expertise, particularly in the U.S. and in our Expertise Centers and regional research hubs. Our differentiation is our ability to create high-quality products that combine geographical insight and technology expertise, as well as having an overall view of the market.

As an example, IDC's Black Book has become the industry standard for providing data on IT spending by segment in 50 countries in the world, and there are many other similar examples, such as our worldwide reports covering many areas of technology, and our regional reports that provide considerable detail on a technology area across a dozen or more countries. In addition, our analysis incorporates a lot of end-user data from surveys that we undertake, including the Global IT survey with its unique worldwide reach. This all means that we can satisfy the requirements of worldwide planners and staff, regional management and country executives.

What are the key ingredients to developing a successful research product?

Planning, planning and planning! I exaggerate, but many projects are doomed to partial or complete failure from the outset because the complexities of the issues have not been addressed. Formal project planning is critical. Beyond this of course, it varies very much according to the precise topic and scale of the project. Two key ingredients are client contact and understanding and leverage.

Taking the time to understand the client's or clients' needs and expectations is half the battle. Otherwise you are aiming at an unclear or even worse, a moving target as the scope of the project will tend to expand if the objectives are not clearly set from the beginning. If this happens you will most probably not satisfy the client — or yourself.

Another fact that is often not taken into account is that there may well be expertise available to you from another part of our company. It's exciting and very tempting to want to set up a whole project by yourself. However it means that you will probably have to learn lessons from errors that others may have been able to help you avoid. The lesson is that you should not be afraid to ask for help!

How many miles did you fly last year at IDC, and do you rack up more miles than any other IDC employee?

I lost count, but I certainly flew more than 300,000 miles last year. I suppose Mark Sullivan in IDC Finance would know whether anyone else got close to this number but I doubt it. As we look forward, however, I am hoping to spend more than 30 days a year in my home, so I will be more than happy to concede the leadership in this particular statistic to IDG Chairman Pat McGovern or David Hill, the president of IDG International Publishing Services!

Do you have a question for the IDG executives who take turns writing for the "On line" column — Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? Send queries to world_update @idg.com or fax 617-423-0712. Questions will be forwarded anonymously.

China Computerworld Expo/South Attracts 60,000

The second China Computerworld Expo South, held in June in Guangzhou City, drew 120 exhibitors and 60,000 attendees. Guangzhou is the capital city of Guangdong province, an economic powerhouse whose exports total 45% of China's export revenue.

Geared to business users and distributors interested in a range of hardware and software, the show is a sister event to CCW Expo/Beijing, the largest international computer expo in China.

CHINA COMPUTERWORLD *staff members relax during a break behind the scenes at the show. In front:* ***Ji Maoyuan****, (left to right)* ***Lydia Zhang****,* ***Stella Yim****,* ***Jessica Qian****,* ***Helen Wang*** *and* ***Tang Ling****.*

Beach Named to Committee Examining IT Workforce

IDG Senior Vice President **Gary Beach** has been appointed to a joint U.S. Dept. of Commerce and Information Technology Association of America committee that is part of an effort to investigate the U.S.' IT workforce shortage and recommend solutions.

The committee, which will examine "The Image of the IT Professional," is one of four committees organized under the joint ITAA/Commerce Dept. IT Workforce Project.

Results of the five-month study will be delivered Jan. 12-13, 1998, at the University of California/Berkeley.

PC World Online Activities Grow and Diversify

The bees have been buzzing at PC World Online (http://www.pcworld.com) in San Francisco these days. Subscription records have been broken and software deals have been signed. The highlights from the hive:

- TipWorld, the group's popular line of daily e-mail 'newsletters' — 34 million of which are e-mailed each month — topped the 500,00 mark for individual subscribers, giving it a readership comparable to many daily newspapers. In addition to the 25 TipWorld newsletters with 1,450,000-plus subscriptions, the other titles include: six Dummies Daily newsletters (200,000-plus subscribers); PC World Watch, a digital update to PC World Online (185,000-plus subscriptions); and PC World MarketWatch, a vendor highlights newsletter (135,000-plus readers).
- PC World Online and Online Interactive's atOnce Software have teamed up to open the world's largest site for the secure purchase of downloadable software: atOnce Software for World Shopper (http://www.worldshopper.atonce.com). The site lets users shop for and download any of the more than 3,000 titles in atOnce Software's online library, from business software to screen savers. Unlike more traditional sales channels, the site is always open and its inventory is always available and never out of stock. The store also features atOnce Software's security and encryption technology to protect both buyers' credit card information and software publishers' applications.
- PC World Online has signed an agreement with Digital Equipment Corp. to use DEC's powerful, customizable AltaVista Search engine for search capabilities of the PCW Online databases, which include 18 months of issues, daily articles, product reviews and a huge library of software demonstrations.

GWAN

continued from page 1

gram using at least four IDG sites," added **Jill Hourston**, GWAN operations manager.

For advertisers willing to make a more substantial commitment, incentives are offered. These incentives begin at four sites/three months and increase with the number of sites and duration of the campaign.

IMS Expertise

GWAN relies on the expertise of the IMS teams in the U.S. and Europe to support global buys; to date, the partnership has produced an enthusiastic response from clients.

"With obstacles such as language barriers, time zones and exchange rates, purchasing international Web sites can be a challenging task," said Larry Nelson media supervisor at Anderson & Lembke/San Francisco. "IDG's GWAN was a one-stop solution in helping us achieve our objectives for Microsoft's FrontPage 98 campaign. Their timely implementation of our campaign in Europe, Latin America and Asia was very hassle free...and their consistent third-party reporting allowed us to thoroughly evaluate each specific site as well as understand the differences across international markets."

Third-party ad serving and reporting for GWAN is provided by Focalink Communications. All advertising campaigns managed through GWAN are serviced by one of Focalink's "server farms" located in Pennsylvania, California, Germany and France, ensuring consistent, fast and efficient ad serving and reporting.

GWAN also offers targeting opportunities where an advertiser can target its audience by country, by browser or operating system.

For more information about GWAN, check out the IDG Global Web Support Center site (www.supportcenter.com) or contact Jill Hourston at tel: 415-676-3037 or via e-mail: jill_hourston @idg.com.

IDG
INTERNATIONAL DATA GROUP

Job Opportunities
Monday, October 13, 1997

ACCOUNTING ASSISTANT (CIO)

CIO Communications is looking for an Accounting Clerk to report to the CFO in Framingham, MA. Primary responsibilities will include invoice encoding, maintenance of the PO system and records, reconciliation of expense reports, paper and supply inventory, data entry, bookkeeping, and general administrative duties as necessary. Ideal candidates will possess an Associates degree in Business Administration, 1-2 years experience in accounts payable and knowledge of Macintosh Word, Excel, and FileMaker Pro.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

DISTRICT SALES MANAGER (FCW)

The individual in this position will be responsible for sales in NY, NJ, PA, and specific accounts in the DC area. The successful candidate will be well organized with excellent written and verbal communication skills. Prior hi-tech publishing sales experience is preferred. Experience dealing with NY ad agencies is a plus. Location: Rochelle Park, NJ
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

SALES REPRESENTATIVE (FCW)

FCW is seeking a Sales Representative to work with 2 senior sales representatives for the advertising division. Responsibilities include prospect, sell, and maintain advertising for our publication in the VA/MD/DC area. Requires 2-3 years of telephone and/or outside sales experience, preferably in advertising, and excellent customer service and communication skills. Must be a team player. Knowledge of Windows95, Lotus Notes, and Desktop Publishing preferred. BA/BS in marketing, business or equivalent, knowledge of the computer/high-tech industry, and internet experience are highly desired. Location: Falls Church, VA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

ACCOUNTING COORDINATOR (GAMEPRO)

Responsibilities include account reconciliation, sales billing analysis, A/P coordination, and special projects. Ideal candidate should be detail oriented, proficient with various Macintosh applications, and have 2+ years accounting experience. Excellent organizational, analytical, and communication skills required. Location: San Mateo, CA
Contact: L. Ching, Fax: 415-349-5279, Phone: 650-286-2595, Email: lching@gamepro.com

ASSOCIATE RESEARCH ANALYST - PC HARDWARE (IDC)

This Mountain View based position requires knowledge of the PC industry, products, and trends with a particular focus on the desktop PC. This Junior Analyst will process client inquiries, conduct and write research for a variety of publications (including weekly and quarterly products), as well as assist in customer research and consulting projects. This position requires strong written, quantitative, and interpersonal skills. Must have knowledge of Word, Excel, and PowerPoint. Location: Mt. View, CA
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

ASSOCIATE RESEARCH ANALYST - WORLDWIDE QUARTERLY PC MARKET TRACKER (IDC)

The Associate Research Analyst will hold several key functions within the Worldwide Quarterly PC Tracker program. Responsibilities include consolidation of all regional research, data correction, data validation, data modeling, and overall logical data quality. This position will work closely with the Research Manager on vendor reconciliation and data issue resolution. Additional responsibilities will include providing client technical support and client data inquiries. Strong quantitative, analytical, organizational, and interpersonal skills are necessary. Knowledge of Access and Excel is a must. Location: Mt. View, CA
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

CIRCULATION ANALYST (IFW)
Circulation is looking for an individual who likes diversity in job responsibilities. The job will be in part: working on special projects, analyzing trends in circulation, working on the audit for InfoWorld's web site, creating presentations and giving them to clients and agencies, and in general, being able to help out with any of the other job functions in the department. Skills needed: proficient in PowerPoint, good presenter, good analytical skills, detail oriented, desire to learn all aspects of circulation.
Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

CONFERENCE MANAGERS (2) (IFW)
Due to the spin-off of InfoWorld's Conference and Media Group as a separate standalone business unit, InfoWorld Media Group requires the services of a highly skilled individual to manage the development and production of strategic new conference initiatives which will directly benefit the branding of various InfoWorld activities. The successful candidate will have strong conference management skills. A motivated, self-directed individual will be most comfortable in this role. Must have at least 5+ years experience in handling small, focused conference events, including budget management skills, experience with or ability to learn Windows95 Intel-based computers and software, plus comfort with the worldwide web, and the ability to collaborate with many different departments in a team-oriented, success-driven environment, including Sales, Marketing, Editorial, Recruitment, and Online. This position reports to the office of the President. Location: San Mateo, CA
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

RESEARCH ANALYST (IFW)
Will develop, analyze, and create research presentations for computer and communication markets; the ideal candidate will have 2-3 years of experience in the computer industry or similar fast growth market in these areas. Syndicated research will be integrated with other market research and into the total presentation package. The position requires an understanding or developing an understanding of syndicated research, a 4 year college degree, strong computer skills, strong communication skills, and the ability to provide strategic analysis of market data. Location: San Mateo, CA
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

ASSOCIATE APPLICATIONS DEVELOPER (IFW)
Intermediate level programming position. You will conduct and coordinate the analysis, design, and implementation of business solutions to meet user needs; develop in-house applications using Lotus Notes, Lotus Approach, and FileMaker Pro; and assist with documentation, project management, and user training and support. Must have 1-2 years IS programming experience; proficiency with Lotus Notes, Lotus Approach, MS Office, and FileMaker Pro in a Novell netware environment; familiarity with Joint Application Development process; and a clear understanding of the software development life cycle. Must be a self starter and very customer service oriented. The ability to communicate with non-technical staff is a must. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

EXECUTIVE ASSISTANT (IIP)
The ideal candidate for this position will provide overall administrative support to the office of the president for IIP. He/she will facilitate and expedite both the incoming and outgoing communications of this office, as well as represent the president's office as situations dictate. This position requires excellent time management, organization, verbal and written communications skills, as well as enthusiasm, initiative, motivation, and drive for this start-up venture. Location: San Francisco, CA
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: jobopportunities@macworld.com

ADMINISTRATIVE ASSISTANT (PCW)
To provide traditional administrative support, customer service, general office and sales assistantship as needed. Must have professional phone manner, be highly organized, have great attention to detail, able to prioritize and juggle multiple tasks in a fast paced environment and in general be an all around team player. Proficient in Windows95, Word for Windows, Excel, PowerPoint and Lotus Notes required. Minimum of 1 year clerical experience required. Prior publishing or advertising background experience a plus.
Location: Atlanta, GA
Contact: J. Sutter, Fax: 770-394-6354, Phone: 770-668-5417, Email: judy_sutter@pcworld.com

EDITORIAL FACT-CHECKER (2) (PCW)
Primary responsibility is to ensure the accuracy of all material published in PCW magazine. Read all manuscripts and verify information including by not limited to product and company names, prices, company contact information, quotes, titles, and other factual statements. Create monthly products featured in editorial list. Excellent communications skills, perseverance, familiarity and interest in PCs and the high-tech industry, and the ability to work on multiple projects and meet tight deadlines in a fast-paced environment. Some editorial experience, ideally copyediting, as well as experience using Word, Excel, and online research tools highly preferred. Casual part-time, 20 hours per week, no benefits. Location: San Francisco, CA
Contact: A. Kandra, Fax: 415-442-1891, Phone: 415-267-1750, Email: anne_kandra@pcworld.com

RESEARCH DIRECTOR - UNIX, CLIENT SERVER, & DISTRIBUTED COMPUTING (IDC)

IDC is currently looking for a Research Director for our UNIX and Client/Server Operating Environments and Distributed Computing group. The ideal candidate should have a broad understanding and experience in distributed computing solutions and a knowledge of: UNIX, NT, NetWare, OS/400, OS/2, and OS/390 required. In order to be successful in this role, an individual should have excellent research, writing and speaking skills. This position can be based out of Framingham or our Mt. View office. Location: MA or CA
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

CLIENT SERVICES REPRESENTATIVE - MAJOR ACCOUNTS (WEST) (IDC)

Client Service Representative will be responsible for addressing customer service needs and collaborating with Sales Reps to acquire and maintain customer accounts. The ideal candidate has strong organizational skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 required, Lotus Notes experience desirable. 1-5 years experience in a sales support or customer service environment. Location: Mt. View, CA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

CLIENT SERVICES REPRESENTATIVE - STRATEGIC ACCOUNTS (EAST) (IDC)

The Client Service Representative will be responsible for addressing customer service needs and collaborating with Sales Reps to acquire and maintain customer accounts. The ideal candidate has strong organizational skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 required, Lotus Notes experience desirable. 1-5 years experience in a sales support or customer service environment. Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

DOCKET CLERK/DATABASE ADMINISTRATOR (IDG)

Working in the Corporate Tax/Legal Department, the successful candidate will develop and maintain intellectual property databases. The individual should be detail oriented, work well independently and have excellent organizational and computer skills. Database experience necessary, familiarity with Lotus Notes is a plus. The qualified candidate will have strong communication skills as extensive interaction with all IDG business units is necessary. Legal courses or background a plus. Location: Framingham, MA
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: -NA-

SYSTEMS ADMINISTRATOR (IDG GLOBAL COMM.)

The successful candidate will play an important role in the management and support of the IDG Global Communications technology infrastructure and day-to-day network operations. Responsibilities include: implementation and management of our wide area network infrastructure; administration of Lotus Notes, Windows NT, and World Wide Web server technology; comprehensive 7x24 support for our customers worldwide; development of policies and procedures to improve upon and maximize our customer service and system reliability and fault tolerance. Proven leadership and supervision skills could lead to the possibility of a management position. The Systems Administrator will have at least 3-5 years of network administration and support experience. Significant hands on administration experience with Windows NT, Lotus Notes and Internet technology and wide area network management skills including Frame Relay/T1/ISDN is essential. Experience working in a global technology environment and prior supervision experience is a plus. It is essential that this person possesses excellent, communications, interpersonal and problem solving skills, be incredibly resourceful, be a good team member, and above all, have a desire to work in a challenging environment.
Location: San Mateo, CA
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5701, Email: diana_garza@idg.com

EVENT COORDINATOR (IDG/CMC)

Individual required to manage components of various IDG executive conference productions. Must be highly skilled at a wide variety of conference production and marketing components. Must have experience managing vendors against predetermined deadlines and budgets. Must have 2+ years of IT event production experience, the ability to work in a fast paced, high energy environment. Individual must be a team player, communicate and take direction well, be self reliant, and be highly motivated.
Location: San Mateo, CA
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

PR ASSISTANT (IDG/CSC)

The individual in this position will provide clerical and administrative support in the IDG Corporate Communications department and will report to IDG's Public Relations Director. Responsibilities include developing and maintaining IDG press materials, media relations, maintaining the press database, distributing information to IDG business units, and pursuing speaking opportunities for IDG executives. Other duties include correspondence, telephone, faxing, mailing, organizing meetings, calendar scheduling, travel and conference arrangements. Ideal candidate will possess a college degree. Must be proficient with MS Word, Persuasion, databases and email. Location: Boston, MA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

EXECUTIVE EDITOR, PC WORLD TODAY (PCW)

Identify products, news articles, trends and issues of import to PCW's Online readers: Coordinate with PCW Magazine news editors to ensure timely, accurate flow of new product reports from the new Products and top of the news sections; coordinate with PCW Online section editors to ensure timely, accurate flow of abstracts of print articles and original online material. Manage the PCW today section to maximize circulation and improving reader satisfaction scores through the selection and editing of stories, enhancements to navigation and design, and links to relevant shareware related articles and multimedia elements. Analyze and respond to usage numbers and reader rankings of articles to provide content that meets the needs of PCW's Online readers. Act as chief liaison with wire service providers, select and edit wire copy. Able to work under tight deadlines and juggle multiple tasks, Degree in English or Journalism or equivalent work experience. Minimum of five years editorial management. Location: San Francisco, CA
Contact: R. Glitman, Fax: 415-442-1891, Phone: 415-267-1769, Email: -NA-

EDITOR, TIP WORLD/DUMMIES DAILY (PCW OSG)

Manage and build an editorial department in charge of producing content for the Dummies Daily line of electronic newsletters and paid weekly premium tip newsletters. With Sr. Online Editorial Management, oversee the development and production of Tip World newsletters created by PCW Online staff editors. Hire, train, and work closely with staff writers to ensure the highest quality editorial product for daily delivery. Acquire, train, and edit freelance contributors. Write, edit, and revise material to be consistent with Tip World and Dummies style. Ensure timely delivery of tips to production; work with copy and production to track tip inventory to ensure a consistent bank of tip copy is available two weeks ahead of production schedules. Excellent experience writing, editing, and overseeing production of PC-related journalism. Minimum two years how-to writing experience, preferably on a computer news weekly or monthly. Ability to write creatively, with humor, and in a conversational style. Track record for meeting deadlines; writing accurate and useful tips articles; and creative thinking. Ability to work well under pressure and to adhere to hourly, daily, weekly, and monthly deadlines. Location: San Francisco, CA
Contact: R. Glitman, Fax: 415-442-1891, Phone: 415-267-1769, Email: -NA-

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Places to find a complete listing of job opportunities across IDG:

- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - East Coast: 508-935-4406 PC World, Macworld, Publish Hotline: 415-978-3100**
- **The World Update on the last Monday of every month.**

MICROSOFT

continued from page 1

use Microsoft's channel definition format (CDF) and Active Channel technologies to give users personalized information and the latest global high-tech news.

"Microsoft Internet Explorer 4.0 Active Channel partnerships technology showcases the best in Web content from around the world, and we're very pleased that IDG has joined us as a premier Active Channel partner," said Brad Chase, vice president of the application and Internet client group at Microsoft. "Internet Explorer 4.0 is designed to deliver 'the Web the way you want it,' and IDG.net's emphasis on user convenience is very consistent with that."

According to Chase, Microsoft Internet Explorer 4.0 Active Channel content reinforces Internet Explorer 4.0's goal of delivering fast, easy, personalized quality content.

"The objective of IDG.net is to bring IDG's global technology information resources to users in a way that respects their time," said **Laurie Morgan**, publisher of IDG.net. "Using Internet Explorer 4.0's Active Channel technology is a natural fit."

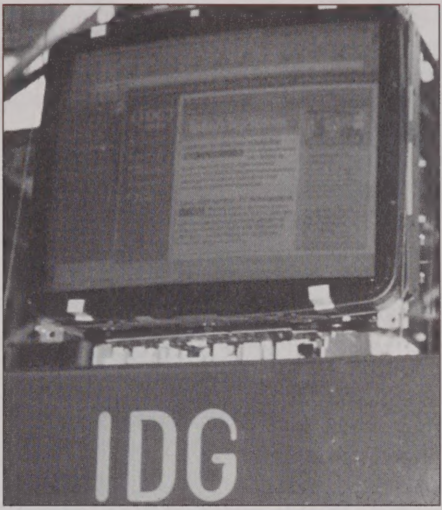
According to Morgan, in Internet Explorer 4.0 an active channel is a cached content store that a publisher can control and use to deliver information to readers. The cached version of the IDG.net Web site makes personalized access even easier by delivering new versions every few hours.

A 'teachable' service

Drawing upon IDG's 170 Web sites — including those of *Computerworld*, *InfoWorld*, *PC World*, *Network World*, and *Macworld* — IDG.net delivers technology news from around the world. IDG.net's personalization options allow users to "teach" the service how best to respond to their needs.

"Our readers are busy professionals looking for information to support decisions," said **Mark Cappel**, editor-in-chief of IDG.net. "IDG's news resources ensure timely coverage of every segment of the industry, while personalization allows users in-depth access to areas of special interest."

Users of the IDG.net Channel will have a wealth of technology information at their fingertips, according to Morgan. "Our users need answers within three clicks," Morgan said. "The IDG.net Channel will be an easily accessible, constantly updated source of information on technology products and markets. The difference is in the time delivery."



LAURIE MORGAN

ATTENDEES AT THE MICROSOFT *Internet Explorer 4.0 launch event this month in San Francisco got a good look at IDG.net via the company's kiosk.*

Not a dot-com supersite

She also stressed that the site is "IDG-dot-*net*. It's a branding thing for a couple of reasons. We wanted to communicate that it's an entry point to our network of 170 sites; it's not a dot-com supersite. We wanted the idea of the network in the name of the site."

Microsoft has chosen leading Internet content providers as its Active Channel partners, firms that are designing their sites to exploit the new functions of Internet Explorer 4.0 such as Dynamic HTML and CDF-based webcasting. Dynamic HTML lets publishers create highly interactive Web pages, the data, images and text styles, among other features, of which can change based on the user's interaction. With CDF-based webcasting customers can easily define and schedule automatic downloading of the data that interests them most.

According to Morgan, there are 700 Active Channel content providers from all areas of business, not just publishing. She noted that Compaq and Hewlett-Packard can use their sites to deliver everything from software updates and patches to press releases.

WITH IDG.NET YOU CAN GET THERE FROM HERE ...AND FAST

IDG.net is a gateway to IDG's worldwide Web sites, each of which targets the needs of a specific information community. Using advanced technologies, including multiple-language interfaces, IDG.net filters information according to a user's preferences. It also showcases the Web's only global technology news organization, the IDG News Service, which provides the latest technology news from around the world.

The first of several IDG.net services to be launched this fall, IDG.net is only available now to users of Microsoft Internet Explorer 4.0 via the Internet Explorer Channel Guide. IDG.net will be accessible to users of all browsers in mid-October.

"IDG.net's official release date was [Oct. 1] for Internet Explorer 4.0 users only" said Mark Cappel, editor-in-chief of IDG.net. "There will be a rollout in the next couple of weeks for anyone with any other browser. We expect by the end of the month there will be hundreds of thousands of Internet Explorer 4.0 users. The ramp-up will be very fast. Bill Gates told the Internet Explorer 4.0 announcement audience that he expects Microsoft will have a more than 50% market share of the browser market by this time next year."

According to Cappel, once IDG.net is available to any browser, users need only point their browser to http://www.idg.net. "We want this to be a dashboard for all of IDG's content and want users to find the information they need quickly. It's not our intent to capture people and keep them surfing; we want them to go right to the technology information they want."

NOTEWORTHY

PROMOTIONS

MCNEIL

IDG WORLD UPDATE

Dianne McNeil, most recently *Computerworld*'s sales associate for the New England territory, has been promoted to account executive. Dianne joined *Computerworld* in August 1996.

LI-RON

IDG WORLD UPDATE

PC World Online Senior Editor **Yael Li-Ron** has been promoted to executive editor, features. Yael joined *PC World* as a senior associate editor, features in December 1995. Her work for *PC World* last year garnered the magazine several awards, including a couple of Maggies. Since joining the Online team as senior online editor in September 1996, she has edited and written many of the site's most popular articles.

"Yael is passionate about online and computer technology in general" said **Russell Glitman**, editor-in-chief, PC World Online. "Her technical acumen and strong editing and writing skills have forged a long series of articles covering Windows 95 and the most critical applications to our users. These articles have been extremely successful and distinguished PC World Online from the competition. Virtually every section of the site has benefited from her critical eye and hands-on approach to fixing problems."

Network World Fusion Web Operations Specialist **Pam Kerensky** has been promoted to Web information specialist. In her new position Pam will be responsible for analyzing and managing Web site data, synchronizing Fusion and Omeda databases, traffic analysis, report generation and handling all e-mail operations.

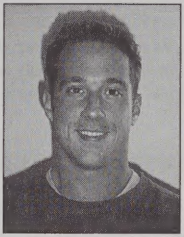
"Over the past year, Pam has demonstrated her ability to handle a wide variety of tasks with great accuracy, timeliness and attention to detail," said **Ann Roskey**, Network World Fusion director, online services. "Additionally, Pam has done a superb job of handling all Fusion advertising operation in a period of growth."

NEW EMPLOYEES

VIGLIENZANI

IDG WORLD UPDATE

Mary Viglienzani is *InfoWorld*'s newest sales associate. Prior to joining *IW*, she was an administrative assistant at Trade, Inc. In her spare time she enjoys crafts and party planning and is an auto racing fan.


WILKIE

IDG WORLD UPDATE

Neil Wilkie comes aboard as a sales associate. Prior to joining *IW* he was a media partner with Lowe and Partners/SMS in Manhattan, working on the Mercedes-Benz account, and an online buyer for AT&T at Modern Media. He earned a B.A. in international relations from St. Bonaventure University in Olean, N.Y., and in his spare time likes to ski, mountain bike and read.

BUTLER

IDG WORLD UPDATE

Kris Butler has joined IDG Marketing Services as an online advertising coordinator. She comes to the Global Web Advertising Network from *Musician Express* where she was in sales administration. In her spare time she snowboards, plays pool and designs Web pages.

IDG Books' in Indianapolis welcomes two new employees. Fresh from a stint as researcher for *Men's Health Magazine*, Editorial Assistant **Paul Kuzmic** is now working for the IDG Technology Press group. He has an undergraduate degree in journalism from Indiana University and enjoys tennis, sailing and poetry.

Project Editor **Ryan Rader** recently worked at Macmillan Publishing as a production editor. He has a B.A. in English from Indiana University.

BRANDT

IDG WORLD UPDATE

Andy Brandt has moved from associate editor at Ziff-Davis' *MacUser* to associate editor at *PC World*, where he will edit the Top 20 Desktop Reviews. He has a B.A. in English from the University of California/Berkeley. Cycling, rock climbing and amateur radio take up his free time outside the office.

Network World Marketing Specialist **Cindy Panzera** will be managing trade show logistics and assisting with the activities of the Global Product Support Center. She most recently worked as a marketing communications coordinator with Consolidated Group, Inc.

IDC has hired **Dmitri Parfenov** as a Web software engineer. He was previously employed by CSA as a Webmaster and has a degree from Moscow Bauman Technical University. Outside the office he devotes time to his children and plays volleyball.

TRANSFERS

MILLS

IDG WORLD UPDATE

Elinor Mills moves from news editor at IDG.net to editor-at-large for the IDG News Service's San Francisco bureau, where she will edit, report and share news desk coordination and administrative responsibilities. She has a bachelor's degree in English and a master's in journalism, both from the University of Arizona. Her interests outside the office include dance, Spanish and Portuguese, dining and stimulating conversation.

All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Lloyd Cohen - IDC

SIXTEEN YEARS
David Brown - IDC*

THIRTEEN YEARS
John Gantz - IDC*

TWELVE YEARS
Mary Gibbons - IDC*
Alberto Estrada Torres - IDG Mexico

ELEVEN YEARS
Marianne Nichols - IDC*
Angèle Boyd - IDC*

TEN YEARS
Lew McCreary - CIO

NINE YEARS
Paul Pastrone - IDC*
Noel McLaughlin - PC World
Don Kennedy - IDG Australia

EIGHT YEARS
Brad Christensen - IDC*
Debra Bernardi - IDC*
Dierdre Hatch - IDC*
John St. Martin - IDC*
Anne Nickinello - Network World
Francisco Rodriguez - IDG Spain

SEVEN YEARS
Merrill Walsh - IDC*
Richard Denechaud - IDC*
Alexa McCloughan - IDC*
Sandy Heistand - IDG Central Services
Beatriz Sanchez - IDG Spain
Marta Cabanillas - IDG Spain
Jame Taboada - IDG Spain

SIX YEARS
Natalye Alter - IDC*
Linda Devine - IDC*
Serge Delhommeau - IDG France
J.P. Antonio - IDG France
Brent Romero - IDC
Cathy Baskin - PC World

FIVE YEARS
Alyson Frasco - IDC*
Diane White - IDC*
Donna Silva - IDC*
Carey Azzara - IDC*
Freeman Bradley - IDC*
Terry Sanders-Prentice- Network World
Sheila Lynn - IDG Central Services
David Burnette - Web Publishing
James Farley - IDC
Joe Loiselle - IDC
Aurelio Llorente - IDG Spain

FOUR YEARS
Maureen Molloy - IDC*
Gerry Murray - IDC*
Christine Jarmul - IDC*
William Kerber - CIO
Ann Kremers - PC World
Lisa Zimmerer - PC World
Riccardo Granata - IDG Italy

THREE YEARS
Ian Campbell - IDC*
Vedat Cakmak - IDG Turkey
Ulfet Ergun - IDG Turkey
Darlene Bordwell - IDC
Tracy Bair - IDC
Angela Hunckler - IDG Books
Merri Mack - IDG Australia
Gary Moynahan - Computerworld
Charles Helliwell - IMS/EMEA

TWO YEARS
Tamara Paulson - IDC*
Suzanne McMillen - IDC*
Craig Friedson - IDC*
Tom Oleson - IDC*
Noelle Bonin - IDC*
Stephen Garone - IDC*
John Daly III - IDC*
Carla Cappucci - Network World
Linda Comer - Mac Publications
Sherri Haslam - IDG Asia
John Marshall - FCW
James Brown - IDG
Sari Kalin - CIO
Chad Marston - CIO
Nadeem Iqbal - IDG Norway
Amir Ahari - IDC
Dan Gordon - PC World
Susan Diane Smith - IDG Books
Timothy Borek - IDG Books
Jennifer Groseclos - IDG Books
Eckardt Stach - IDG Germany
Gerda Tausch - IDG Germany

ONE YEAR
Amy Shluger - IDC*
Marianne Hedin - IDC*
Jose Rodriguez - IDC*
Steven Lee - IDC*
Melvern MacKall - IDC*
Steven Phillips - IDC*
Lisa Maio Ross - IDC*
Ron Tussy - IDC*
Margaret Welsh - IDC*
Bernadette Sermage - IDG France
Maya Roux - IDG France
Engin Gedik - IDG Turkey
Alice Curran - IMS
Raymond Boggs - IDC
Rose Cherry - IDC
David Silva - IDG Books
Charles Deane - IDG Books
Bruce Luckcuck - IDG Books
Marcia Baker - IDG Books
Jitka Vyhlidkova - IDG Czechoslovakia
Ricco Zuschlag - IDG Denmark
Brett Rector - GamePro
Arlette Goldbach - PC Games
** Denotes September anniversary*

CORRECTION

Last week's issue of *IDG World Update* incorrectly stated that newly hired *PC World* Marketing Coordinator **Harriet Newman** had worked as a temp for nearly three years prior to joining *PCW*. She worked at the company as a temp for two months.

IDG CENTRAL NAMES "FIND PAT" WINNER

Caryn Dlott, senior account executive at *Computerworld*, was the winner of the "Find Pat" contest on IDG Central (http://idgcentral.com and on Lotus Notes). She won a U.S. Robotics PalmPilot PDA.

To get your login and password to IDG Central, IDG's employee information resource online, contact IDG Global Communications at globalcomm@idg.com or tel: 650-524-5700.

CELEBRATING 10+

Angèle Boyd

IDG CHAIRMAN PAT McGOVERN ESCORTS IDC'S ANGÈLE BOYD *to dinner at Boston's Ritz-Carlton in honor of her 10+ years of service to the company.*

HOME: Marlboro, Mass.

JOINED IDC: September 1986 as a printer analyst.

CURRENT TITLE: Vice president, Worldwide Peripherals Research.

BEST PART OF YOUR JOB: The opportunity to do unique research that makes a difference to clients. I don't get to do this often enough!

LATEST ACCOMPLISHMENT: Launching IDC into multifunction peripheral, scanner, digital camera and fax research.

CAREER HIGHLIGHTS: Designed, sold and executed a 1994 U.S./Europe color laser printer study that was repeated in 1996 by client request and may be repeated by 1998.

BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK: A client I respect a lot and who has done his own similar studies said a multiclient study I did was the best piece of research he'd seen.

INTERESTS OUTSIDE THE OFFICE: Tennis, four- to five-mile walks, growing flowers in the summer, vacations to historically rich places or the ocean.

MOST REWARDING THING YOU'VE EVER DONE: My husband, Bruce Myers, and I designed and built our house.

FANTASY JOB: Owner of real-estate holdings stretching from one exotic beachfront property to another.

FIRST JOB OUT OF HIGH SCHOOL: I worked in the foreign exchange/trade department at the Royal Bank of Canada on St. Kitts.

YOUR IDEA OF A PERFECT DAY ALONE: Lying on the deck on a sunny day with classical music and good reading material.

WHAT OTHERS CAN'T TELL JUST BY LOOKING AT ME: That I was born and raised on St. Kitts, a tiny island in the Caribbean.

MANAGER'S PROFILE: "Angèle is one of those rare individuals who combines strategic vision for her program with attention to detail. Her drive for excellence is one of the reasons her program is consistently above plan and has executed several breakthrough research projects. She's one of the reasons IDC's reputation in printer and peripheral markets has risen to No. 1 worldwide."

— ***John Gantz**, senior vice president, IDC*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 27, Number 42

October 20, 1997

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PAGE 5

BATTER UP! IMS OFFICES MAKE BASEBALL THEIR BUSINESS
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG's Top Managers Convene in Barcelona

Representatives from some 50 countries gathered last month in Barcelona, Spain, for the 19th annual IDG International Managers Meeting. The meeting brings together senior executives from IDG business units around the world to review company results for the past year, discuss market conditions, share ideas and plan for the future growth of the company.

Attendees heard updates from all Global Product Support Centers, reports on IDG's new products and launches, presentations on the importance of branding, and many reports on the Internet and where electronic business is going.

As always, the three-day meeting closed with the Chairman's Dinner, where IDG Germany's **Ralph Peter Rauchfuss** was honored with the Chairman's Cup for management excellence and InfoWorld President **Jim Martin** received Entrepreneur of the Year honors for the progress at his company.

• CHAIRMAN'S AWARDS WINNERS (SEE PAGE 4)

• GREAT IDEAS (SEE PAGE 5)

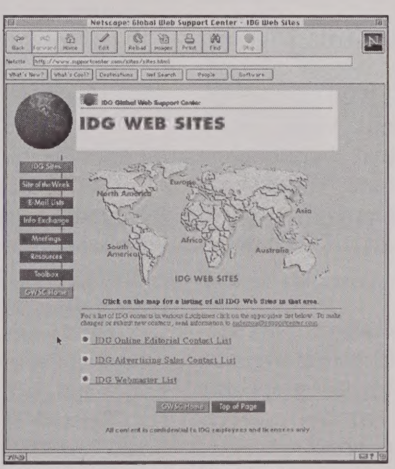
GWSC Readies Launch of IDG Web Sites Database

Searchable Dynamic Database from IDG's Global Web Support Center to contain data on site traffic, ad rates, content and more

On Nov. 1, the Global Web Support Center (GWSC) will unveil a new database within its Web site (http://www.supportcenter.com): the Searchable Dynamic Database (SDD). With one glance, subscribers to the GWSC will be able see a detailed breakdown of all 170 IDG web sites by region, country and product line.

Over the next few months, as the database is expanded, subscribers will be able to search the database to learn such things as number of visitors per site, online advertising criteria, the kinds of content available and what hardware and software products are being used to create and maintain the site.

Each IDG Web site will select an individual who will be given the authority to dynamically upload information about the site to the Searchable Dynamic Database. "Our goal is to give each site control over and responsibility for accurate information, and make this information easily retrievable by all users of the database," said GWSC Director **Victoria Anderson**.


Netscape: Global Web Support Center - IDG Web Sites
Back
Forward
Home
Edit
Reload
Images
Print
Find
Stop
Netsite:
http://www.supportcenter.com/sites/sites.html
What's New?
What's Cool?
Destinations
Net Search
People
Software
IDG Global Web Support Center
IDG WEB SITES
IDG Sites
Site of the Week
E-Mail Lists
Info Exchange
Meetings
Resources
Toolbox
GWSC Home
North America
Europe
Asia
Africa
South America
Australia
IDG WEB SITES
GWSC Home
Top of Page

Click on the map for a listing of all IDG Web Sites in that area.

- IDG Online Editorial Contact List
- IDG Advertising Sales Contact List
- IDG Webmaster List

All content is confidential to IDG employees and licensees only

WHEN IT IS LAUNCHED NOV. 1, *the Searchable Dynamic Database will provide information on IDG's 170-plus Web sites around the world.*

The SDD will be launched in four parts:

1) Site Traffic Information. The first release of the Searchable Dynamic Database, which will debut Nov. 1, will include site traffic data for each site, such as page views per month, number of visitors, and number of registered users. There will also be a glossary for terms related to site traffic, such as "visit" or a "page view."

2) Ad Data About IDG Web Sites. Slated to launch later in November, this element of the database will contain advertising information (ad views, ad rates, type/size and location of ads, whether a site is Smart Banner Focalink-enabled, hyperlinks to online media kits and marketing pages, etc.).

• CONTINUED PAGE 2 •

Cross-department Cooperation Yields *IW* Award

InfoWorld recently presented the Teamwork Award for exemplary teamwork as well as some old-fashioned hard work to members of the editorial, circulation, sales and market departments who worked together to produce *The InfoWorld Scoop*, an e-mail newsletter designed to increase awareness of *InfoWorld* publications, drive traffic to InfoWorld Electric, boost online registration and, with luck, generate a modest, but welcome, income.

The newsletter will be delivered every Tuesday to the more than 30,000 InfoWorld Electric readers who requested e-mail updates.

The InfoWorld Scoop will provide the opening paragraphs from the top news stories, bottom-line summaries of product reviews, as well as teasers for interviews, features and forums.

The award went to **Ross Owens**, **Keith Casner**, **Kelli Flanagan**, **Nancy Grant**, **Kristin Kueter**, **Sherry McInroy** and **Gina Ney**.

InfoWorld employees nominate their colleagues for the teamwork citations, which are awarded peridocially for special achievements rather than on a regularly scheduled basis.

ELLEN ARONOWITZ

(Top, left to right): ***Kristin Kueter, Ross Owens,*** *(Bottom, left to right):* ***Nancy Grant, Gina Ney.***

GWSC

continued from page 1

The GWSC is working closely with IDG Marketing Services and the Global Web Advertising Network *(for more on GWAN, see the Oct. 13 issue of IDG World Update, p. 1)* to coordinate the collection of this data. As the Web sites update their ad information in the SDD, the updates will be "poured" into the new online component of IMS' publication database. In theory, all sites, IMS and GWAN will have one-stop shopping to retrieve ad information from the SDD.

3) Content management. This section of the database will include information such as which IDG Web sites are using multimedia (audio, video, etc.), which ones post original daily content and to what extent, and which have online buyers' guides, as well as which sites participate with "push" channels and e-mail newsletters.

4) Technical information. This section of the database will list information such as which sites are using specific software and hardware products, server types and log analysis programs.

Information about content and technical details will become part of the database by the end of this year.

For more information, contact Vicki Anderson via the Internet at anderson@supportcenter.com or tel: 415-978-3175.

There's Something for Everyone at the Global Web Support Center

Want to gain a better understanding of IDG's online activities worldwide? The Global Web Support Center (http://www.supportcenter.com) is the place to go.

The GWSC is an information resource center for all departments of IDG online business units. More than 400 IDG employees have requested passwords for the site since it launched in June 1996. You don't have to be a Webmaster to learn something from the GWSC. For example:

- Online editors share "what's new" on their sites, such as new sections, production and design improvements to streamline editorial postings, and innovative content ideas.
- Online ad sales reps use e-mail lists to talk about ad rates and channeling content to draw traffic to sites and increase ad inventory.
- Marketing and circulation staff also can use the GWSC to share their successes and templates for e-mail newsletters and marketing pages.

GWSC Director **Vicki Anderson** is in constant contact with IDG's Web players: gathering data, best-practices information and contributions; putting together people who can help one another; acting as 'communications central' by linking the IDG Corporate Support Centers and IDG Marketing Services to IDG Web sites worldwide and vice-versa.

The results of this ongoing pulling of information is digested and then pushed back out to participants in the numerous GWSC e-mail lists as reports on meetings and on IDG initiatives, "Site of the Week" reports and online discussions.

The GWSC will soon send subscribers bi-monthly emails featuring "what's new" on IDG sites. Each site will be asked to contribute a few lines of text describing new features of the site with hyperlink examples, new technology tested by Webmasters and any new contact information (new hires and rotating positions).

IDG employees not directly involved with the day-to-day workings of online are invited to visit the GWSC regularly and use it as a resource to learn more about the internal workings of IDG's presence online.

To request a GWSC login and password, contact Vicki Anderson at anderson@supportcenter.com or tel: 415-978-3175.

ON LINE

GERARD BIDAL

IDC France's general manager is this week's columnist. Part 2 of his column will appear next week.

IDC FRANCE AT A GLANCE

- Location: Paris
- Established: 1982
- Number of employees: 22 full-time people, not counting administrative and accounting, which are subcontracted to IDG France.
- Main research areas: PCs; Multimedia and Peripherals; Internet/Intranet; Software and Services; Networking; and Telecommunications. IDC France also manages the European Expertise Center for Distribution Channels.

Q IDC France is located in the same facilities as IDG France, which is uncommon within IDG. How did this come about?

A It was one of the first decisions I made when I took over IDC France in 1992. I wanted to develop synergies with the French publications and, above all, reduce costs of general administration. Despite the fact that IDG and IDC France are strictly independent, combining their strength has allowed us to finance some in-house research facilities. For instance, IDC Phone is an IDC in-house team that runs phone inquiries and demand-side surveys. We can offer higher quality surveys on brand recognition, IT usage patterns and purchase intentions than non-specialized phone marketing companies. We do these surveys both for IDG publications and IDC, which allowed us to decrease the costs of primary research, as well as show the French market IDC's strong local involvement.

Of course, IDG France and IDC France have different missions and the rules between us are clear: be independent, cooperate when possible, and share information that is appropriate.

IDC France's bookings and profits are increasing at a rapid pace this year. How is the success being achieved?

IDC France has become one of the most profitable IDC units worldwide. IDC France ended fiscal year '97 with US$6 million (30M FF) in bookings, around US$4.5 million (25.5M FF) in revenue, providing nearly US$500,000 (3M FF) in pre-tax profit. This is a spectacular recovery from when IDC France was losing, well, a lot!

However, there is no miracle here. It's the result of a long-term policy that relies first on a stable local research team. This gives credibility to IDC's being close to the local market to get a better world view. It has also been another benefit of sharing facilities with IDG: by relieving the short-term pressure on results, it allowed IDC to spend time and money building a credible local resource that could partner with local subsidiaries of global IT companies, as well as with smaller national players.

Strong local research has always been the basis of our strategy. Worldwide presence is one of IDC's major selling points, but it only works if you can show your customers that this unique geographical coverage is not done at the expense of in-depth comprehension of local markets. This is particularly true in Europe, where IT market development is still very dependent on national cultures, languages, institutions, business practices, and social regulations, even if globalization is unifying technology. Europe may be unifying, but national conditions will still prevail for years to come.

This is even more true of the French, who have the somewhat deserved reputation of never doing things exactly like everyone else. That's why we now have 12 consultants or analysts working locally on research that covers every major IT market. Local research represents around 60% of our revenue. While it could be seen as a costly investment compared to regional or worldwide centralized research, the spectacular increase in non-local sales proves that local, regional and global activities are always reinforcing each other. You have to act local to think global (and vice versa).

Of course, IDC France's results owe a lot to improvements within IDC International, our own regional research services and to improved multinational coordination in approaching the important regional accounts. The combination of worldwide coverage and in-depth local investment is, to my view, what makes IDC unique.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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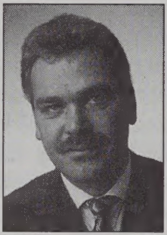
Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

Top Performers Earn IDG Chairman's Awards

The following business unit heads and their staffs were honored at last month's IDG Worldwide Managers Meeting.

CHAIRMAN'S CUP FOR OVERALL MANAGEMENT EXCELLENCE

Ralph Peter Rauchfuss, Computerwoche (Germany)



- In the seven years Rauchfuss has been with the company, the business unit has contributed $70 million in profits.
- Revenues and profits are up significantly over budget and last year. Both revenue and profit levels set new records for Computerwoche as a company.
- The company generated a 30% operating profit margin in FY97.
- *Computerwoche*'s revenues are up 15% over budget and 16% over prior year.
- *Computerwoche*'s market share is 30 points ahead of its nearest competitor.
- *ComputerPartner*, a dealer publication, is showing a revenue increase of 115% over prior year and a profitable year.

WEEKLY PUBLICATION WITH THE HIGHEST PROFIT MARGIN

China Computerworld — 46% profit margin

MONTHLY PUBLICATION WITH THE HIGHEST PROFIT MARGIN

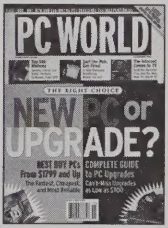
Bengt Marnfeldt, IDG Sweden

MikroDatorn
Slaget om
WWW

MikroDatorn — 32% profit margin

HIGHEST GROWTH IN NEW REVENUE

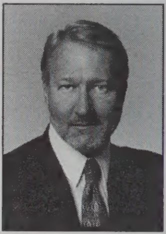
Rich Marino, PC World



- Online revenues highest at IDG ($5 million, an increase of 39% from last year).
- More than $1 million in incremental advertising from out-of-category advertising.
- Creative partnershps have resulted in successful, profitable launches in family computing and special market supplements, including *Computers Made Easy*, a 600,000 circulation special-interest titile jointly published by *PCW* and *Family Circle*.
- PCW Online has a host of branded content streams that are the first at IDG to receive subscription revenue from online subscribers.
- Circulation revenue reached record heights: *PCW* is the world's largest paid circulation computer magazine.

ENTREPRENEUR OF THE YEAR

Jim Martin, InfoWorld



- After a slow start in the first four months of the fiscal year, InfoWorld's next six months showed revenue up $5.5 milion, profits up 23% and yield tracking ahead of plan. By the end of the year, InfoWorld showed record profits — up 17% over last year.

GREATEST IMPROVEMENT IN PROFIT

(Businesses below $20 million in revenue)

Ney Kruel, IDG Brazil — $1.7 million

GREATEST IMPROVEMENT IN PROFIT

(Businesses above $20 million in revenue)

Kirk Campbell, IDC — $3.0 million

GREATEST IMPROVEMENT IN MARKET SHARE

Micaela de Almedia and Melvyn Bennett

Computerworld Hong Kong — increased 15%

HIGHEST PUBLICATION MARKET SHARE

(in multiple book markets)

Gerard Adamis, publisher, IDG France

Distributique — 84% market share

Job Opportunities
Monday, October 20, 1997

SALES ASSOCIATE (CW)
The selected candidate will provide multi-functional support to a District Manager responsible for display advertising sales efforts on the East Coast. Selected candidates responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination and event planning. Ideal candidate will be goal oriented, independent, extremely organized and thrives in a very fast paced environment. This individual must possess a bachelors degree, relevant experience and a strong technological aptitude. *Location: Rochelle Park, NJ*
Contact: S. Allen, Fax: 508-879-3760, Phone: 508-820-8162, Email: sally_allen@cw.com

ACCOUNT EXECUTIVE (CW)
Computerworld has an opportunity for a strong Account Executive in the Rochell Park office. The Account Executive's primary goals are to increase revenues, yields and market share by developing existing 2nd and 3rd tier accounts while prospecting for new business. Successful Account Executives will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individuals in these positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should understand the dynamics of interpreting and responding to market share reports and other territory data and must be able to prepare and execute presentations and special promotions independently. 1-3 years of proven ad sales experience is required. *Location: Rochelle Park, NJ*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

ACCOUNT SALES ASSOCIATE (CW)
Computerworld is looking for a high energy, self-motivated individual to service and sell to existing and new customers for the card deck telemarketing sales efforts. Reporting to National Accounts Director, primary goals will include heavy daily phone contact to assist in monthly decks closings, client service, lead prospecting, cold calling, database management, advertising coordination and developing new business for Computerworld Card Decks. 1-3 years of proven telemarketing experience is required. PC and communication skills is a must. Must be detail oriented and be able to work independently in a fact paced team-oriented environment. *Location: Rochelle Park, NJ*
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

MAILROOM CLERK, PART-TIME (IDC)
IDC is seeking a part-time temporary mailroom clerk to work a minimum of 20 hours/week. Responsibilities include sorting and distributing incoming mail and packages, processing outgoing mail including UPS, FedEx, and DHL, conducting traces on packages, as well as other projects as requested. The ability to lift 50 pounds is needed. Must have good communication and interpersonal skills, willingness to work in a team environment, and an excellent customer service attitude. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

INTERN - CIA/USER (IDC)
The successful candidate will be responsible for conducting primary and secondary IT related market research in the IDC library and/or through discussion with IDC analysts and industry contacts. Will interact with clients within IS organizations, computer vendors, and industry professionals over the telephone as necessary. Will work on various projects. Requirements: highly motivated individual with the ability to work independently, computer industry knowledge, good people and writing skills, CD-ROM/Internet searching experience, and Microsoft Windows/Word/Excel experience. past research experience a plus. *Location: Framingham, MA*
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

GROUP MARKETING MANAGER (IDC)
The ideal candidate for this position will be a dynamic and aggressive professional with 3-5 years of diverse experience including product and direct marketing as well as marketing communication experience. Responsibilities include working with a team of high-profile market analysts, press relations, product positioning, translating technical ideas into compelling marketing messages, developing targeted prospect lists, writing direct mail and marketing campaigns, and event management. Strong promotional writing, communications, and desktop publishing skills required with a working knowledge of Filemaker Pro, QuarkXPress, and Delta Graph. *Location: Framingham, MA*
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

ASSOCIATE RESEARCH ANALYST - PC PRICING (IDC)
The IDC PC Pricing program is looking to add an Associate Analyst to the team. Responsibilities include client inquiry support and maintaining a database of PC specifications and pricing. In addition, this person will also assist on consulting projects and the writing of research. Candidates should possess good analytical skills, an understanding of the IT industry, with knowledge specific to the PC sector a plus. Knowledge of Lotus Notes and Access is necessary. *Location: Framingham, MA*
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

SALES MANAGER - STRATEGIC ACCOUNTS (IDC)
This is a full time sales position based in Framingham, MA primarily calling on Equipment and Device Companies. Computer industry knowledge is a must along with 5 to 10 years of direct quota carrying responsibility. Significant multi-tasking required. Some overnight travel will be required. Position will report directly to VP, Strategic Account Sales. *Location: Framingham, MA*
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

MARKETING ADMINISTRATIVE ASSISTANT (IDG/B)
Utilizes strong organizational and clerical skills and a "team player" attitude to provide administrative support to the marketing promotions manager and the promotions department. Responsible for the smooth day-to-day functioning of the department and contributes appropriately to specific projects. A BA with a focus on marketing is preferred. Must have strong computer skills, specifically spreadsheet and database knowledge. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

MANUFACTURING ASSISTANT (IDG/B)
Provides administrative support to the Manufacturing staff. This includes maintaining and distributing the manufacturing schedule, logging invoices into our inventory system, disputing any discrepancies on invoices with vendors, distributing books to the staff, and other duties as assigned. Must possess excellent computer skills (Win '95, Excel), prefer some college or related experience, must also be highly dependable and communicate will in writing, in person, and on the phone. *Location: Indianapolis, IN*
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: mboese@idgbooks.com

DESIGN MANAGER (IDG/B)
Manages the Promotions Design Group to design and execute high-impact, accurate, and timely original artwork to fulfill a variety of promotional strategies. Will produce promotional materials for: calendar, channel and product driven promotions, Account Managers' selling tools, and Corporate image materials. In addition to strong hands-on design work (layout and illustration using Photoshop, Quark, Illustrator, Freehand) and grounded experience in print, digital, and a variety of POP media, the design manager contributes management-level expertise in building and training a creative in-house team. Minimum 3 years experience designing marketing collateral with strong knowledge of integrated marketing strategies. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

PROMOTIONS PRODUCTION MANAGER (IDG/B)
Manages the production and manufacturing process for all displays, print materials, and other merchandising materials related to marketing and sales of IDG books into all channels. Integrate new resources in materials, colors, production techniques, creative resources, and industry trends. Must have 3 years work experience at the management level in merchandise production, preferably in high-tech or publishing industries. needs ability to manage external projects and vendors, multi-tasking, and prioritizing accordingly. Computer literate with strong working knowledge of Word, Excel, and FileMaker Pro. *Location: Foster City, CA*
Contact: D. Harris, Fax: 650-655-3206, Phone: 650-655-3039, Email: cajobs@idgbooks.com

CUSTOMER SERVICE SUPERVISOR (IDG/B)
Will be responsible for assuring the needs of clients are met regarding placing orders and processing requests for materials and services. Responsible for developing and training customer service staff regarding product information and departmental policies and procedures. In addition, this position will involve development of policies and procedures that will improve the efficiency of the department. Requires sales administration support and extensive interaction with other departments. The successful candidate will have excellent phone, communication, and influencing skills, and preferably possess a background and interest in the computer and book publishing industry. *Location: Indianapolis, IN*
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: mboese@idgbooks.com

AD COORDINATOR (IFW)
InfoWorld is seeking a detail oriented team player with strong organizational skills to work in a fast paced, deadline driven environment. The successful candidate will assist senior staff members in the administration, booking, coordination, and trafficking of all advertising. This is an entry level position which offers a challenging opportunity for growth. PC proficiency required, MAC experience helpful. *Location: San Mateo, CA*
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

DIGITAL PRE-PRESS SPECIALIST (IFW)

InfoWorld is seeking an experienced, self-motivated service bureau technician to handle a variety of digital pre-press needs. The position requires strong 4/C pre-press skills, traditional and digital. The proven ability to troubleshoot and prep files for transmission to printer. Mac proficiency with QuarkXPress, Illustrator, Photoshop, PageMaker, and Corel Draw. Typesetting and proofreading experience. 4/C desktop scanning and color correction of images a plus, and an understanding of system software/hardware installation is desirable. Excellent communication skills and the ability to work flexible hours under tight deadlines are required. *Location: San Mateo, CA*

Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

ACCOUNT EXECUTIVE (NW)

Network World is looking for a Account Executive to work in our Wayne, PA office. Responsibilities include calling on the "B" and "C" level accounts for Network World and IntraNet Magazine to prospect them for interest in advertising. Leads come from tearsheeting and target lists created by the District Sales Managers. Lots and lots of phone work with some potential to get in front of customers down the road. Interested candidates should have had some exposure to sales or the IT industry. Extremely good phone and customer service skills with the ability to handle and follow through with a variety of projects. *Location: Wayne, PA*

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

NATIONAL AD DIRECTOR (PC GAMES)

PC Games Publishing, relocating to San Francisco, is seeking a highly innovative, creative, resourceful hands-on professional with 5+ years progressively responsible sales management experience in consumer ad sales (preferably within the computer/entertainment field) with leadership expertise to develop innovative sales strategies and direct our successful sales team in a fast paced exploding industry. Excellent communication, management and entrepreneurial skills are a must. Well-established contacts and interest in the computer-game industry a definite plus. Reporting directly to the President, this position is a strategic part of the business unit team and has great career potential. *Location: San Mateo, CA*

Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@gamepro.com

SUBSCRIPTION/FULFILLMENT SPECIALIST (PC GAMES)

PC Games (relocating to San Francisco), a publishing and new media leader in the fast-growing computer games market, seeks an experienced professional to manage the subscription fulfillment process and customer service for our monthly paid publications. 3+ years' experience with new business, renewal, and billing promotions. Solid understanding of fulfillment reports and BPA auditing process as well as strong analytical and computer skills, specifically Excel and Word. Excellent communication and time management skills a must. *Location: San Mateo, CA*

Contact: M. Newlin, Fax: 415-349-5279, Phone: 415-286-2509, Email: mnewlin@pcgames.com

PRODUCTION MANAGER (PC GAMES)

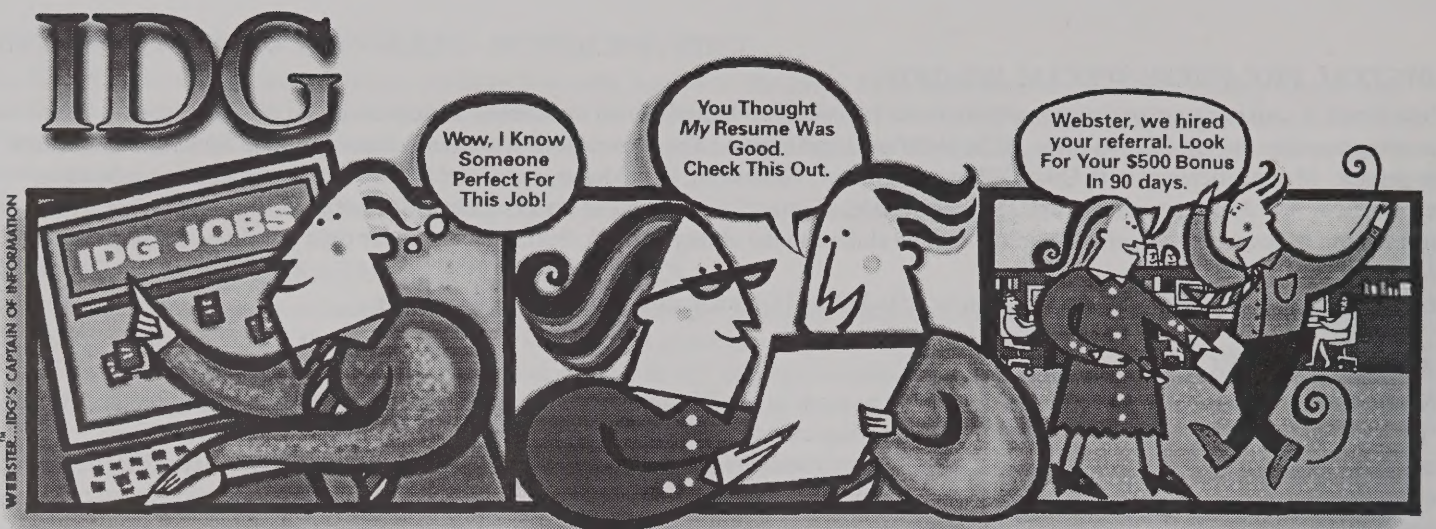
Manager in all aspects of the production process for a monthly publication and its ancillary products. Responsibilities include receiving and processing electronic files and trafficking transmission of the files to prepress and print vendors. Other responsibilities include providing quality control and project coordination. Requires 3+ years' experience in full-color production. Advanced knowledge of QuarkXPress and electronic prepress a must, Photoshop, Illustrator, and QPS desirable. You must be deadline-oriented, self-motivated, and able to work well with multiple departments in a high-energy team environment. *Location: San Mateo, CA*

Contact: B. Gardner, Fax: 415-349-5279, Phone: 650-286-2573, Email: bgardner@pcgames.com

SENIOR DESIGNER/INFOGRAPHICS (PCW)

Working with general guidance and direction form PC World's Art Director, the Senior Designer will have overall design responsibility for the information graphics for PC World. The Senior Designer will manage staff, workflow, and print and new media projects and will develop and execute visual solutions, designs and layouts which complement and enhance the publication's award-winning editorial content. Candidates should have strong skills in visual problem-solving, illustration and digital prepress, along with extensive Photoshop, Illustrator and Quark knowledge (Web, 3-D, or scanning experience a plus) on mac-based platforms. A background in magazine or general graphic design, complemented by experience in developing feature illustrations, charts, diagrams, and other infographics solutions is requested. *Location: San Francisco, CA*

Contact: R. Kanes, Fax: 415-442-1891, Phone: 415-978-3333, Email: robert_kanes@pcworld.com


IDG
WEBSTER™...IDG'S CAPTAIN OF INFORMATION
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize — $1,500 **Runner Up** — $1,000

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________________

Applicant's Name: ______________________________

Position referred to: ______________________________

Company Name: ______________________________

Referred by: (Employee Name) ______________________________

Company Name: ______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ______________________________

Company Name: ______________________________

Referred Employee: ______________________________

Company Name: ______________________________

Date of Hire: ______________________________

Ninety Day Date: ______________________________

Charged to BU/Department# ____-____-______-50300-____

H.R. Signature: ______________________________

Bonus check to be given to: ______________________________

Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com — IDG Careers

IDG Managers Share the Wealth in the Annual "Great Ideas" Series

Attendees at the Worldwide Managers Meeting in Barcelona were asked to contribute answers to a few "What is your greatest idea..." questions. Here are a few of the answers presented at the meeting. The full array of contributions can be found on the Worldwide Managers Meeting section of IDG Central, IDG's online employee resource, on Lotus Notes or the Web (http://www.idgcentral.com).

WHAT IS YOUR GREATEST IDEA THIS YEAR FOR RAISING REVENUE ON YOUR EXISTING PRODUCTS?

• Broadening The Ad Base

We fully executed our strategy to bring in types of advertising other than the traditional technology companies. We have been successful in bringing in close to $1 million in new advertising from these clients, including Ford Motor Company, Chrysler, Jeep, Lincoln-Mercury, various airlines, financial services, hotels, etc.

— **Rich Marino,** PC World CEO and president

• Guerilla Marketing

Our main competitor did a large-scale reader survey to determine the appreciation for magazine sections, the overlap between their book and ours, etc. A big, costly survey. And it is our belief that they will adjust their book based on the outcome of this survey. Therefore, we would be very interested to learn its outcome.

We received a copy of their survey and decided to do a phone survey among 200 of *their* readers based on exactly the same survey. We told the readers it was an advance study and everybody went through the questions with us without a hitch. It gave us a very good idea of the outcome of their survey but probably at least two months before they had their results. And more importantly, since we could guess what changes they would make to their book, we could make and announce some adjustments to ours, stealing all of their thunder. Our cost: $2,000; their estimated cost: well over $40,000.

— **Paul Molenaar**, IDG Netherlands managing director

WHAT IS YOUR GREATEST IDEA OVERALL?

•Make More of Your License

In Ireland our IDG license provides us every month with more material than we can practically use because of the sheer volume of the content and our need to maintain a strong balance of local content.

Our 'non-techie' magazine, *PC Live!*, has been bimonthly since its launch three years ago in a market that can't quite justify a monthly. We are competing with dozens of imported U.K. titles, several of which have five times our page count, some with two CD-ROM cover mounts. In fact, many U.K. publishers flood the Irish market as a way of augmenting their ABC numbers.

So we faced a dual challenge: How to increase our frequency to help us compete with the UK titles and how to make more of our IDG license to do so.

The answer is *PC Live! Top Tips*, a series of how-to guides published alternately with the bimonthly magazine. The content is entirely generic, exclusively derived from *PC World*'s Here's How sections and cover features, such as "Undocumented Tips for Windows 95."

By selling our back cover, inside front and two or three pages internally, the project stands up on the spreadsheets. Another huge benefit is that we can 'batch' production into the quiet periods in the summer and January. There is no news content (the main magazine still has this, of course) and tips and advice have a longer shelf life.

We increased our subscription rate on *PC Live!* from £15 for six issues to £25 for 12 issues but avoid extra postage costs by inserting the Top Tips section with the main magazine, as it is posted bimonthly.

— **Frank Quinn**, publisher, IDG licensee, Scope Communications

IDG News Service's Comdex Newsroom Open to Journalists

Journalists from any IDG publication who are attending Comdex/Fall in Las Vegas Nov. 17 - 21 are invited to use the facilities of the IDG News Service working newsroom. The facility will be set up in the same spacious, technologically well-appointed two-room suite as last year at the Royal Hotel & Casino, directly across the street from the Las Vegas Convention Center on Convention Center Drive.

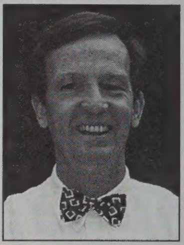
Royal
HOTEL & CASINO
IDG
NEWS
SERVICE

The IDG newsroom will be equipped with telephones, a fax machine and desktop PCs for visiting IDG journalists to use, plus phone lines for making modem connections back to the home office. There will also be a local-area network with an ISDN connection to the Internet for faster, more reliable access to the outside world than past years. This Internet link will support high-speed access to News Service resources such as its real-time news feed and its databases of all major Comdex press events, as well as other Web resources.

Once again the News Service will descend on Comdex *en masse*, bringing nearly 20 correspondents and editors to Las Vegas from its bureaus around the world. News Service staff will be filing stories as the news breaks, and the news will be edited at the newsroom and posted directly to the News Service wire in time to make IDG publication deadlines around the world.

For more information , contact News Service Managing Editor ***Elizabeth Heichler*** *at tel:617-423-0234, fax: 617-423-0240, or elizabeth_heichler @idg.com.*

GARY BEACH NAMED PUBLISHER OF CIO


BEACH

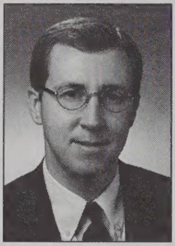
Earlier this month Gary Beach, most recently senior vice president of IDG, was appointed publisher of *CIO* magazine. In his new role, Gary will focus on creating new business opportunities for the Framingham, Mass.-based IT management magazine and related businesses.

A 10-year IDG veteran, Gary served as president and publisher of *Network World* from 1987 to 1991 and took the helm as CEO of *Computerworld* in May 1991 until earlier this year. He has also held executive positions at McGraw-Hill. During the past two years, Gary has also been actively involved in Tech Corps, a national non-profit organization dedicated to improving education through technology. He founded the organization as a pilot project in Massachusetts in early 1995.

"CIO Communications has just completed its first decade of publishing," said Joe Levy, president, CEO and group publisher of CIO Communications. "With Gary's IT publishing expertise and vast industry knowledge, *CIO* magazine is positioned to continue its aggressive growth pattern well into the next decade."

NOTEWORTHY

PROMOTIONS


CARRIGAN

PC World's **Bob Carrigan** has been promoted to the new post of vice president, associate publisher. Carrigan began his career with *PC World* in 1992 as publisher of the *PC World Buyer's Guide To Windows*, subsequently advancing to Northwest advertising director, Western advertising director and, most recently, director of advertising, working out of *PC World*'s Rochelle Park, N.J. office.

"His contributions have been numerous but none more remarkable than the over three-point market share increase we've experienced over the past three years," said *PC World* Publisher **Jeff Edman**. "Besides hard, smart work, Bob has been a very creative ad sales leader. He has spearheaded our SOHO special reports with *Newsweek*, developed the popular Holiday Gift Guide sections that run each December, re-engineered our Card Deck and Catalog sections, and created special alliances with vendors such as Intel that span multiple publications."

NEW EMPLOYEES

IDG Books' Indianapolis office has made a host of new hires. **Brian Kramer** comes to the division as a copy editor from from Howard W. Sams Publishing, where he was a technical writer. Prior to that he worked as an editorial assistant for *Successful Franchising Magazine*. He has a B.A. in English from Franklin College of Indiana and in his spare time reads and writes childrens books, swims and pretends to cook like a gourmet chef.

Dorothy Gartin has been hired as a credit specialist. Her prior job was with Supportnet as a collection specialist where she handled account reconciliation and collection of past-due invoices. She earned a degree from Indiana Business College and enjoys writing and crafts in her off hours.

Coming from Richmond American Homes in Irvine, Calif., where she an staff accountant, **Laura Tilley** is now a new account specialist for IDG Books. She majored in international business at the Unversity of Georgia.

Ted Cains is now an IDG Books copy editor, having previously been an associate editor at MTNA in Cincinnati. He has a B.A. in art history and English from Wright State University in Dayton, Ohio, and lists writing, reading, music and sports among his extracurricular interests.

At IDG Books in Foster City, Calif., **Jason Boss** moves from marketing temp to full-time marketing communications assistant. He has a degree from Skyline College in San Bruno, Calif., and plays right defense for a major-division soccer team.

BOSS

Michael Christensen has signed up with IDC Government in Falls Church, Va., as a senior account executive. He comes to IDCG from FTP Software, Inc. where he was a federal sales representative. He has a communications degree from the University of Maryland and outside the office he downhill skis, golfs and goes to Redskins football games.

Also new to IDCG is Sales Manager **Glenn Morris**. He was previously an independent sales and marketing consultant who provided market assessments and strategic planning. He has a B.S. in management from National Louis University and an M.S. in technology management from the University of Maryland. Scuba diving and being the father of four take up his hours away from work.

Lisa Caldwell comes to *Computerworld* as national director, channel sales, from AT&T's Worldwide Demand Central. She is also a partner in The Balance Group a direct response firm. Caldwell has a B.S. in business administration from Mary Washington College in Fredericksburg, Va., and enjoys art, swimming and spending time with her family and animals.

Based in Florham Park, N.J., **Steven Brier** is now a senior editor at *IW*. His previous job was with *The New York Times* as an in-house editorial consultant on technology issues. He has a degree from the University of South Florida and counts raising his children and home renovation as his interests outside the office.

Send information for the Noteworthy column to world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Ellen Markoff - InfoWorld

FIFTEEN YEARS
Ruben Argento - IDG Argentina

FOURTEEN YEARS
Karin Wirth-Wernitz - IDG Germany

THIRTEEN YEARS
Donald Bellomy - IDC

ELEVEN YEARS
Jeff DeBalko - IDG Global Comm.
June Wallach - IDC LINK
Susan Middleton - IDC

TEN YEARS
Janet Ohlsson - InfoWorld
Karen Timons - IDC
Catherine Viox - Computerworld

EIGHT YEARS
Sarah Bertacchi - InfoWorld
Karen Rokkedahl - IDG Denmark

SEVEN YEARS
Mary Boston - InfoWorld
Dan Gentile - Network World
Duane Hampson - PC World

SIX YEARS
Martin LaMonica - InfoWorld
Jeanette Borzo - IDG News Service
Steve Pelosi - IDG
Yvonne Zuniga - Computerworld
Glenys Mercado - Computerworld
Jonathan Steel - IDC U.K.

FIVE YEARS
Dawn Kezer - InfoWorld
Michel Gerus - IDG Marketing Svs.
Eileen Newman - IDC

FOUR YEARS
Peter Mayer - InfoWorld
Sean Weglage - Network World
Carolyn Johnson - IDG List Services
Ariane Butler - FCW
Lisa Bloom - IDC
Kent Persson - IDG Sweden
Jan Winser - IDG Australia
Nancy Mack - Computerworld

THREE YEARS
Sharon Chin - Network World
Mary Kaye Newton - Network World
Sharon Sanderson - Macworld
Keith Waryas - IDC
Joanne Johnson - IDC
Harry McCracken - PC World
Bernadette Fife - IDG Books
Chrissy Whetstone - IDG Books
Cameron Booker - IDG Books
Richard Morland - IDC U.K.
Gabriele Heilmann - IDG Germany
Richard Buckley - IMS/EMEA

TWO YEARS
Sara Barnes - InfoWorld
Roger Frey - InfoWorld
Susan Green - InfoWorld
Nina Wachsman - InfoWorld
Phil Hibbert - Macworld
Cheryl Dahle - CIO
Dolores Mauro - IDC
Stephanie Hutchison - IDC
Aoife McEvoy - PC World
Carl-Johan Callin - IDG Sweden
Brian Sours - GamePro

ONE YEAR
Tim Ortiz - InfoWorld
Thomas Belongie - InfoWorld
Grégoire Cretinon - IDG France
Christophe Bardy - IDG France
Nihat Karavar - IDG Turkey
Brian Mullin - Macworld
Amy McCabe - CIO
James Foster - FCW
Frank Johnsen - IDG Norway
Martin Røsland - IDG Norway
Annika Alford - IDC
Judith Levinson - IDG Books
Brenda Patterson - IDG Books
Kathleen Matthews - IDG Books
Sandra Tan - IDG Singapore

IMS Latin America Sweeps IMS HQ in Three

Baseball fever has gripped much of the U.S. in recent weeks, and two IDG offices took time for a friendly wager.

IDG Marketing Services in San Francisco stepped up to the plate and bet the IMS Latin America office in Miami that the 1997 Western Division champions, the San Francisco Giants, would win their National League playoffs series against the Florida Marlins. To the San Franciscans' dismay, the Marlins won the best-of-five series.

More positively, the rivalry brought the two offices closer together and strengthened their relationship. **Gilberto Manresa**, vice president and associate publisher of IDG Latin America, said that "everyone was involved, and it was good for morale as we talked about something other than work."

The Floridians won a basket filled with Napa Valley wines, Ghirardelli chocolates and other California goodies.

Although they didn't win the proffered Cuban coffee, cigars and produce, the San Francisco IMS office wishes their colleagues in Miami luck in the World Series.

MARLINS
FLORIDA
GIANTS
Marlins
Marlins

(RIGHT): *IMS staff members in Miami cheer their beloved Florida Marlins to victory: (top row, left to right):* ***Mari Reyes, Gloria Gonzalez, Gilbert Manresa, Hector Gil.*** *(Front row, left to right):* ***Elba Intriago*** *and* ***Alessandra Glahomme.***

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Rob Springer will receive his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pens.

HONORABLE MENTIONS:

"Fortunately, we received a tip, Warden. This inmate was planning a virtual escape."

- Payton Smith
IDC Government

Inmate Joe's attempt at becoming an Internet Service Provider is foiled when the warden discovers the computers are carved out of soap.

- John Brillon
Computerworld

Using Word for Windows, he thought he could delete his sentence.

- Tony Stagnitta
IDG Australia

"Open it! There's bound to be a 'file' in there somewhere."

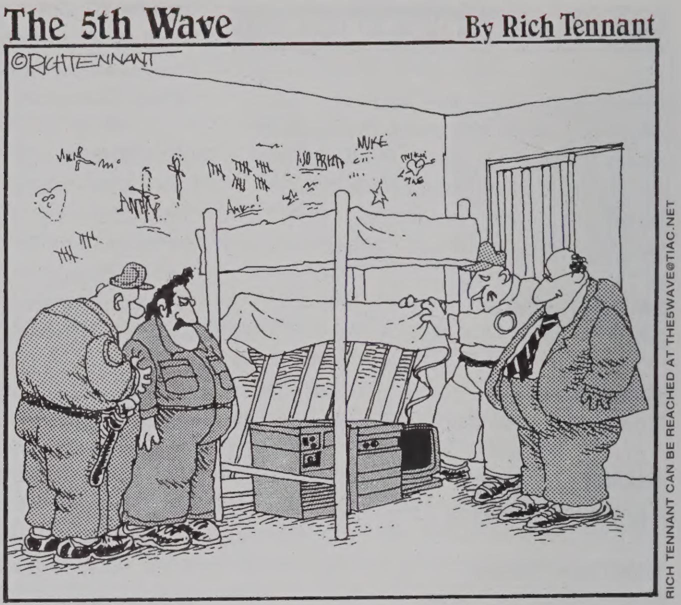
- Walter Fox Tree
Computerworld

"Looks like we've found the site of www.jailbreak.com."

- Diane Ryczek Rae
IDG Marketing Services

"So someone stole it, huh? Look, pal, until the court deems it cruel and unusual punishment, working with Unix is part of the sentence!"

- Chris Robison
IDC


The 5th Wave
By Rich Tennant
©RICHTENNANT
MIKE
RICH TENNANT CAN BE REACHED AT THE5WAVE@TIAC.NET

"He was planning to FTP himself to Brazil."

- Rob Springer
IDG Books Midwest

"I've heard of smuggling drugs into prison, but these Internet addicts are the worst."

- Natale Russo
GamePro and *PC Games*

Rich Tennant's original caption:

"It's all here, Warden. Routers, hubs, switches, all pieced together from scraps found in the machine shop. I guess the prospect of unregulated telecommunications was just too sweet to pass up."

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 27, Number 43

October 27, 1997

PC WORLD ROMANIA RANKED NO. 7 AMONG ALL SPECIALIZED PUBLICATIONS IN ROMANIA
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PAGE 2

ONLINE: IDC FRANCE'S GERARD BIDAL DISCUSSES FRENCH MARKET
PAGE 3

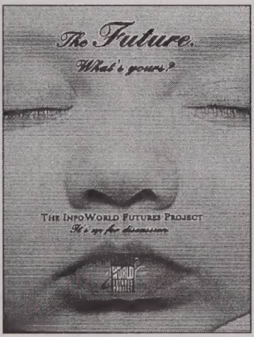
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

The Future Is Up For Discussion

InfoWorld launches global dialogue on the future of computing, communication, society

InfoWorld Media Group last month introduced the InfoWorld Futures Project, an ongoing discussion that will bring together innovative thinkers to ponder tomorrow's computing and communications technologies and their social impact. Leading the discussion will be the InfoWorld Futures Board, a group of leaders in the fields of technology, communications, entertainment, science, publishing, advertising and other areas.


The Future.
What's yours?
The InfoWorld Futures Project
It's up for discussion

"Selecting the board was an evolutionary group effort here at InfoWorld," said **Betsy Burroughs**, vice president/strategic marketing for *InfoWorld*. "We wanted an eclectic mix: people who were considered futurists, and then we added in people who were more than just people in high-tech. We wanted to expand our readers' horizons."

"The InfoWorld Futures Project is an idea which allows us to explore the im-

• CONTINUED PAGE 5 •

Asian Global Summit Targets IT Marketing, Advertising, Branding

Attendees at IDG's first summit in the region discuss challenges of technology marketing in Asia Pacific

STEPHEN YEO, CEO OF THE *Singapore National Computer Board, welcomes attendees to IDG's Asia Pacific Global Summit.*

IDG CHAIRMAN PAT McGOVERN (LEFT) *and President* ***Kelly Conlin*** *were among those in attendance at the inaugural event.*

More than 135 marketing executives from 14 Asia-Pacific countries attended the first IDG Global Summit/Asia Pacific earlier this month in Singapore. The focus of the three-day meeting was not on how technology is changing but how to market, advertise and build brand awareness for changing technology, both globally and within the Asia-Pacific region.

"The time was right for IDG to bring the Global Summit to Asia Pacific because the region contains many of the world's fastest-growing economies and most promising markets for IT products," said **Kelly Conlin**, president of IDG. "And Asia Pacific's cultural diversity and explosive growth present technology marketers with numerous challenges that need to be addressed."

• CONTINUED PAGE 4 •

IN BRIEF

PCW Romania a Force in Local Market

Advertisers spend more money with *PC World Romania* than with any of its 10 competitors in the local market, according to recently released results from the country's leading audit company. The report, by the Urban and Regional Sociology Centre, Romania's leading audit company, found that *PC World Romania* ranks No. 5 among all specialized monthlies and No. 7 among all specialized publications (weekly and monthly) in the country.

Total advertiser spending in Romania's daily, weekly and monthly specialty magazines for May, June and July was $6,966,255. This figure is based on published rate card schedules and did not take into account any discounts offered.

"*PC World* established a standard in the Romanian market beginning with its first issue back in May 1993," said **Mihaela Gorodcov**, general manager of IDG Communications Publishing Group SRL. "A brand name, high-quality information and a professional marketing approach are among PC World Romania's greatest strengths."

Gross Ad Volume in Specialized Publications, Based on Rate Cards (dollars)

TITLE	PROFILE	FREQUENCY	GROSS AD VOLUME (US$)
Tribuna Economica	economy	Monthly	6,300
Lumea femeilor	womens' magazine	Monthly	12,240
Pretul succesului	lifestyle	Monthly	23,900
Sport magazin	sport	Monthly	30,540
Pro Cinema	cinema	Monthly	45,025
PC World	**IT**	**Monthly**	**74,448**
AutoPro	auto	Monthly	85,150
Piata financiara	financial	Monthly	98,142
Bursa	stock exchange	Daily	217,949
Pro TV Magazine	TV magazine	Weekly	398,051
Avantaje	style, fashion	Monthly	478,477
Capital	business	Weekly	702,366

SOURCE: URBAN AND REGIONAL SOCIOLOGY CENTRE

Computerworld Pours It On at SIM Event

Computerworld sponsored a coffee break between sessions of the Society of Information Management (SIM) Fall Interchange, which was held last month in Boston. SIM is a professional association made up of more than 2,700 senior IT executives the mission of which is to foster the use of information technology to enhance business objectives. *CW* and SIM co-present SIM's spring event, the Executive Technology Summit, which will be held at the La Costa Resort and Spa in Carlsbad, Calif., April 26-28, 1998.

CW STAFFERS POUR THE JAVA (LEFT TO RIGHT): ALAN ALTER, *senior editor;* **Stuart Dale**, *marketing manager/events;* **Maryfran Johnson**, *executive editor;* **Paul Gillin**, *editor-in-chief;* **Walt Crosby**, *vice president/IS. Missing from photo is* **Dorothy Handy-Eovine**, *sales operation manager.*

The Search for Web Search Tools is Over

Do you Yahoo just a little too much, floundering in the wealth of information the Web offers? It's Dummies to the rescue yet again.

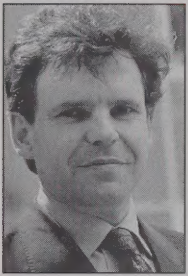
Searching the Web is the latest e-mail newsletter from Dummies Daily (http://www.dummiesdaily.com). The newsletter will provide Web users with daily advice on search engines, Web digests, hidden shortcuts and little-known search engine commands and syntax. Subscribers will also learn how to perform more sophisticated searches, such as ranking results, time-specific searches and Boolean operations.

According to **Thomas Gewecke**, publisher of PC World's Online Services Group, "our latest newsletter will be a lively guide to performing the most exact, most accurate and speediest searches possible."

Like the other Dummies Daily titles, *Searching the Web* will be based on new, original content from the editors at PC World Online and IDG Books.

PC World's Online Services Group is the Internet's largest publisher of e-mail-driven information, with more than 35 million newsletters distributed each month to more than 500,000 individuals at unique e-mail addresses.

ON LINE



GERARD BIDAL

IDC France's general manager is this week's columnist. Part 1 of his column appeared Oct. 20.

IDC FRANCE AT A GLANCE

- **Location:** Paris
- **Established:** 1982
- **Number of employees:** 22 full-time people, not counting administrative and accounting, which are subcontracted to IDG France,
- **Main research areas:** PCs; Multimedia and Peripherals; Internet/Intranet; Software and Services; Networking; and Telecommunications. IDC France also manages the European Expertise Center for Distribution Channels.

Q You have worked for both IDC and IDG (as editor-in-chief of *Le Monde Informatique* in the mid-80s, then publisher of *Réseaux et Télécoms*). How do you compare the two?

A Publishing can be seen as more exciting, with news breaking every minute. Market tracking is a totally different matter, having more to do with long-term trends and slow-moving economic and demographic factors, so you have to resist the hype as much as anticipate the future.

But the main difference I see is that "customer care" is more difficult on the research side. In publishing you have to deal with readers: you sell information to them, and you sell access to them to advertisers. To some extent, readers can be seen as a rather abstract entity. So the challenge is to keep a good and real representation of an abstract audience.

In market research you deal more with customers one to one (even if IDC is trying to improve profitability by increasing its 'one-to-many' activities). The customer invariably thinks he has paid too much for your research, so he is more demanding. He phones, he writes, he sends you his check (most of the time), he asks for more details, and, above all, he wants to use the information you're selling him and not always for what you thought. He is much more real than a reader and tends to weigh more on your day-to-day life, for better or for worse.

On the management side, I enjoyed both publishing and market research. It gives you a unique understanding of the IT industry. But on the operational side, it's not so easy to switch from one to the other. The skills, working rhythms and type of minds are rather dissimilar; that's why you only see a few people who have done both, even within IDG. But in both, enthusiasm and a lot of work are key factors of success.

Who are IDC's France local competitors, and how does the company perform in relation to them?

We have many local competitors, plus a lot of free-lance consultants with close local ties to some large customers. But since these companies do not have the broad international coverage IDC does, our competitive focus tends to be on large players such as Gartner-Dataquest, Meta Group, Inteco, and newcomers with a publishing model like Forrester Research or Dell'Oro. The market recently turned largely to our advantage and away from our direct competitor Dataquest, because its merger with the Gartner Group reduced its local research to nearly zero. We are the only company that's "glocal."

Our biggest obstacle is not our competitors but the reluctance of many accounts outside the top 20 to budget for market studies. We have to persuade many customers that such studies are useful. A second obstacle is our own ability to produce timely and high-quality research. There are still a lot of sectors where little, if any, research is available, such as smart cards, point-of-sale terminals, industrial computing, and factory-floor devices. There is lots of room for development.

How is the French market different from the rest of Europe?

This is one of our most frequently asked questions. The French market shows some advanced figures in terms of technology adoption. For instance, the Minitel is now more than 15 years old and has been the most successful online business, with seven million terminals creating a US$2 billion yearly business. Our banking systems are using 100% smart cards with online inter-bank funds clearing. Our telephone network was the first to be 100% digital.

On the other hand, PC home penetration, at 15% to 16%, is lower than in comparable countries, and Internet adoption is rather low. This is partly due to three things: a more centralized political and economic tradition; very large companies controlling a large part of the economy; and a market dominance, directly or indirectly, by state-owned companies. This has not been favorable to decentralized use of information and has created a kind of natural mistrust of and skepticism toward information by the population, and, as a consequence, toward information technology.

"Information" has a strange status in France; it tends to be left apart from market forces. For instance, the French are among the lowest consumers of newspapers and generally are reluctant to buy information (which makes it even trickier to sell IDC information), as if information had only a credible status in private relationships. Anglo cultures think that something like "the right information" exists; the French (and, more generally, Latin cultures), usually doubt it.

But decentralization, deregulation and privatization are now happening at a sustained pace here. So, in the long run, many of the peculiarities of the French market are disappearing, which is good news for IT markets and IDC France.

ASIA SUMMIT

continued from page 1

The event featured individual speakers and panel discussions on such topics as “IT Marketing in China, “The Emerging IT Market in Asia” and “The Global Advertising Challenge.” Presenters and panel members included Acer Group Chairman and CEO Stan Shih, Dell Computer Asia Pacific President Phillip E. Kelly, Fujitsu Ltd. Group President Kazuto Kojima, and executives from Ogilvy & Mather and Microsoft, among others.

The summit examined global advertising issues and the advantages and handicaps IT companies face when developing advertising for international markets. One issue covered was the challenges of creating and placing advertising in emerging markets and how it differs from those in more established markets.

Scott Kleinman, managing director of IDG Marketing Services/Asia Pacific, said that “the PC market in Asia Pacific is already the second largest in the world. It was only natural that IDG bring its global marketing showcase to the region. The summit clearly provided a venue for IDG’s key executives in Asia Pacific to cultivate relations with their clients by providing an educational and social environment for a couple of days.”

“The Asia Pacific Summit was a great way to get an overview of the diverse markets throughout the region in which we operate and in particular the various cultures involved,” said **Bob Pinchin**, associate publisher for IDG New Zealand. “It was also great in that it showed the strength of IDG in the region and helped to promote ourselves as the primary marketing partner for the major vendors that attended. All the clients that I spoke to were positive about the value of such an event.

“The other great thing,” Pinchin continued, “was to be able to catch up with clients to discuss and explain the New Zealand market and how it differs from other countries in the region. I’m convinced that as a result of the conference and the contacts made, several contracts will be forthcoming.

(L-R) KOZO HIRAMATSU, IDG JAPAN, *Shu Saito*, *IMS Japan, and* ***Jack Wang***, *IDG Taiwan were among those in attendance at IDG’s first Asian Global Summit.*

“We acquired a lot of the valuable information,” said Yorifuji Yukiharu of Fujitsu’s Strategy and Planning Division. “Japanese companies, including Fujitsu, face the problems of globalization. All the presentations and discussions gave us a sense of direction in order to make ourselves a truly global company.”

Speakers from IDC were also on hand to provide analysis on key developments in the technology industry and their implication for the future of IT products.

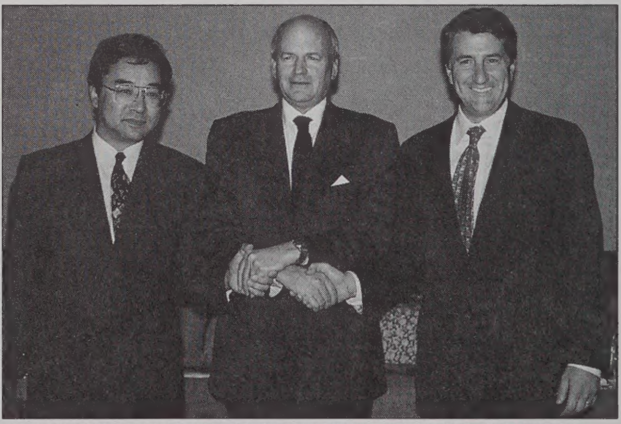
IDG, Mecklermedia Team Up to Produce Internet World Japan ’98

IDG World Expo/Japan and Mecklermedia Corp. recently announced that they will jointly produce Internet World Japan ’98 Sept. 2-4, 1998 at the Japan Convention Center.

The theme of Internet World Japan ’98 will be “Internet Means Business” and will showcase Internet-based business solutions. Conferences and tutorials will not only feature the latest Internet technologies but will stress various business and marketing applications. User success stories will also be extensively integrated into the program.

“Customer satisfaction is our No. 1 goal,” said **Setsuro Tamai**, president of IDG World Expo/Japan, “so Internet World customers, exhibitors and attendees should be pleased that the show will be organized by IDG World Expo/Japan, which is well known in the local IT industry as the top IT show organizer in Japan. We are very excited about working with Mecklermedia to bring the latest products and speakers from the U.S to our Japanese customers.”

There has been an Internet World Japan for the past two years, but this venture between IDG World Expo/Japan and Mecklermedia, which is their first, is expected to bring expanded conferences and seminars. IDG will handle all show organization, sales, promotion and logistics, while Mecklermedia will organize booth sales and conference speakers. With space for 500 exhibitors, attendance is expected to exceed 45,000.



CLINCHING THE DEAL FOR INTERNET WORLD JAPAN ’98 *are (left to right):* ***Setsuro Tamai***, *CEO and president, IDG World Expo/Japan; Alan Meckler, chairman and CEO, Mecklermedia Corp., and* ***Kelly Conlin***, *president, IDG.*

Internet World got its start in 1993, organized by Mecklermedia and positioned as the first pure-Internet show in the U.S. From a mere 30 exhibitors at its inception, the show’s popularity has grown exponentially; this past spring’s show in Los Angeles attracted 600 exhibitors and more than 50,000 attendees. Internet World is now held in 20 countries around the world.

IDG
INTERNATIONAL DATA GROUP

Job Opportunities
Monday, October 27, 1997

ADMINISTRATIVE ASSISTANT (PCW)

To provide traditional administrative support, customer service, general office and sales assistantship as needed. Must have professional phone manner, be highly organized, have great attention to detail, able to prioritize and juggle multiple tasks in a fast paced environment and in general be an all around team player. Proficient in Windows95, Word for Windows, Excel, PowerPoint and Lotus Notes required. Minimum of 2 years clerical experience required. Prior publishing or advertising background experience a plus. ***Location: Atlanta, GA***
Contact: J. Sutter, Fax: 770-394-6354, Phone: 770-668-5417, Email: judy_sutter@pcworld.com

DISTRICT MANAGER, @COMPUTERWORLD (CW)

Computerworld's web site, @Computerworld, is seeking a talented sales person to spearhead it national selling effort. The individual in this position will also be responsible for working closely with the ad sales team to win additional business. Reporting directly to the Publisher, the District Manager will be fully responsible for the @Computerworld 1998 revenue goals. Qualified candidates will possess sales experience in the on-line arena.
Location: Framingham, MA
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

PUBLIC RELATIONS SPECIALIST (IDC)

We are seeking a Public Relations Specialist to be the first point of contact for business and trade press and PR agencies calling IDC for timely response to editorial opportunities. This person will also be responsible for proactive press placement of IDC data and quotes, and will play a key role in building press coverage of IDC events. Other functions include providing promotional content to IDC's Web site and maintaining and updating IDC's analysts' subject expertise database. The ideal candidate will have two years marketing and/or press relations experience, with strong written and verbal communications skills. Knowledge of Filemaker Pro and Lotus Notes is a plus. ***Location: Framingham, MA***
Contact: A. Shluger, Fax: 508-935-4610, Phone: 508-935-4133, Email: idc_jobs@idcresearch.com

SENIOR PRODUCTION SPECIALIST (IDC)

IDC Consulting is looking for an experienced Senior Production Specialist to join our fast paced production team. Specific duties will include working directly with research consultants and production staff to produce presentations, reports and White Papers. Desktop publishing, proof reading and print buying skills are a must. Candidate must exhibit the ability to manage/coordinate/delegate multiple projects in a fast paced, deadline oriented environment while maintaining a high attention to detail. Must have 3 years experience in desk top publishing, and a minimum of 1 year trafficking experience. Must exhibit a proficiency with QuarkXPress, Illustrator, Photoshop, PowerPoint, Word, Excel, DeltaGraph and HTML. Lotus Notes, Front Page, BeyondPress, Director, 3D graphics experience and a Bachelor's degree are a plus. ***Location: Framingham, MA***
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

CONSULTING MANAGER, GLOBAL RESEARCH SERVICES (IDC)

We are seeking an outstanding individual to join our US based international group. This person will be responsible for managing and executing international consulting projects for major IT suppliers. You must be able to demonstrate a track record of working in a highly deadline oriented environment. We need a highly numerate individual, who is happy working with industry models and economic data. Proven technical skills creating and programming databases and advanced Excel capabilities are essential. An understanding of the International environment especially with regard to IT marketplace is highly desirable. Degree essential, MBA preferred.
Location: Framingham, MA
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

SENIOR RESEARCH ANALYST, COLLABORATIVE COMPUTING (IDC)

This individual will conduct market analysis in the areas of document management, groupware, and intranet applications. Responsibilities include: market segment five year forecast; regular delivery of written research; ability to execute industry consulting projects; responding to inquiries from vendor, user, investor clients, and the press; speaking at industry events; and growing IDC's business in the collaborative computing market area. Looking for an aggressive self starter who can work well independently. Excellent communications skills and data analysis ability preferred. ***Location: Framingham, MA***

Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

A/P SUPERVISOR (IDG)

IDG Accounting is looking for a hands on supervisor to supervise three people in busy accounting department. This individual will be responsible for maintaining the integrity of the vendor file, 1099 procedures, A/P audit functions, nightly GL interfaces, and check processing for thirty-six unique bank accounts. Will work on Fixed Asset System implementation and will be the administrator for that system. The ideal candidate will have previous supervision experience, minimum of three years A/P experience. System implementation experience a plus.
Location: Framingham, MA

Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: eric_cormier@idg.com

HR REPRESENTATIVE/SENIOR HR REPRESENTATIVE (IDG)

The IDG Human Resources Services Division has an opening for an HR Representative with strong generalist experience to work with a variety of IDG business units. Responsibilities will include: management, consulting, employee relations, compensation, benefits administration and recruiting. 3-5 years of experience preferred.
Location: Framingham, MA

Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

ASSOCIATE EDITOR/SUPPLEMENTS (IFW)

The Associate Editor/Supplements functions as editor and project leader for InfoWorld's supplementary sections, both in print and online. Candidates should be self-motivators and consensus-builders with strong organizational and project management skills, experience dealing with freelance writers, a reverence for deadlines, and a sincere interest in issues that resonate with InfoWorld's readers. At least two years of experience as a newspaper or magazine editor is required. ***Location: San Mateo, CA***

Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: sara_barnes@infoworld.com

ADVERTISING TRAFFIC COORDINATOR (PCW)

Ad Traffic Coordinator for PC World. Responsibilities include entering ad material information into TRS database system. Create ad log and check incoming ad materials, both film and digital files. Check all ad material for adherence to specifications as well as check printer bluelines. Instruct printer of all changes made to ad materials and placement of Reader Service numbers. Maintain accurate records of all material extensions and change orders. Must have experience with Mac and PC operating platforms and have strong skills using Word, Excel, QuarkXPress, PM, Photoshop, and Illustrator. ***Location: San Francisco, CA***

Contact: N. Maudsley, Fax: 415-974-7402, Phone: 415-978-3310, Email: nadia_maudsley@pcworld.com

EXECUTIVE ADMINISTRATIVE ASSISTANT, PART-TIME (PUBLISH)

Publish is seeking a part-time Executive Administrative Assistant to work in their Ramsey NJ office. The individual in this position will work closely with the Associate Publisher, Vice President of Sales & Marketing as well as the Sales staff to provide administrative support, customer service, general office and sales assistance as needed. Responsibilities include preparing sales proposals, following-up on research, writing and speaking projects; arranging and assisting in events and special functions; managing calendar appointments, making travel arrangements and handling expense reports and budgets. The successful candidate must be highly organized, have great attention to detail, and be able to prioritize and juggle multiple tasks in a fast paced environment and in general be an all around team player. Proficiency in Word, Excel, PowerPoint as well as basic accounting knowledge preferred. Minimum of 2-3 years clerical experience required. ***Location: Ramsey, NJ***

Contact: E. Cormier, Fax: 508-935-4600, Phone: 508-935-4605, Email: eric_cormier@idg.com

BU	Category	Title	Location	Contact	Phone	Fax
CHSG	Sales	Account Executive	Rochelle Park, NJ	S. Moore	P: 650-312-0631	F: 650-312-0668
CHSG	Sales	Account Executive	Chicago, IL	S. Moore	P: 650-312-0631	F: 650-312-0668
CHSG	Sales	Account Executive	Irvine, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
CHSG	Sales	Account Executive	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
HSG	Sales	Sales Associate	Rochelle Park, NJ	S. Moore	P: 650-312-0631	F: 650-312-0668
SG	Sales	Sales Associate	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
CHSG	Systems	Network Specialist	Framingham, MA	S. Moore	P: 650-312-0631	F: 650-312-0668
CIO	Admin	Administrative Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Art/Design	Senior Graphic Designer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Finance	Accounting Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Prod	Ad Traffic Coordinator	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Sales	Regional Sales Manager	Fairfield, NJ	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Sales	Regional Sales Manager	Los Angeles, CA	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Systems	IS Support Specialist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Admin	Sales Associate	Framingham, MA	S. Allen	P: 508-820-8162	F: 508-879-3760
CW	Admin	Sales Associate	Rochelle Park, NJ	S. Allen	P: 508-820-8162	F: 508-879-3760
CW	Edit	Copy Editor	Framingham, MA	E. Fanning	P: 508-820-8174	F: 508-875-8931
CW	On-Line	Senior Web Developer	Framingham, MA	S. Allen	P: 508-820-8162	F: 508-879-3760
CW	Rsch	Research Analyst	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Rsch	Research Director	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Executive	Irvine, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Executive	Burlingame, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Executive	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Sales Associate	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Director	Burlingame, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	District Manager, @Computerworld	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	District Sales Manager	Chicago, IL	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Regional Manager, Career Agent	MA or CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Sales Associate	Burlingame, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Sales Associate, Channel Sales	Dayton, OH	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Western Regional Director, Custom Publications	Burlingame, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Systems	Sr. Software Engineer, Career Agent	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Systems	VP, IS	Framingham, MA	S. Perry	P: 508-820-8160	F: 508-879-3760
CW Singapore	Edit	Editor	Singapore	J. Tan	P: 65-345-8383	F: 65-345-7097
ENN	Sales	Director, Regional Recruitment Advertising	EC or WC	S. Brown	P: 508-935-4099	F: 508-935-4600
FCW	Events	Events Manager	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
FCW	HR	HR Manager/Director, part-time	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
FCW	Prod	Production Coordinator	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
FCW	Sales	District Sales Manager	Rochelle Park, NJ	M. Maynard	P: 508-935-4777	F: 508-935-4600
FCW	Sales	Sales Representative	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
GamePro	Admin	Executive Assistant to the President	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
mePro	Edit	Assistant Managing Editor	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
amePro	Facil	Mail/Facilities Coordinator/part-time (2)	San Francisco, CA	R. Rubright	P: 650-286-2577	F: 650-349-5279
GamePro	Finance	Accounting Coordinator	San Mateo, CA	L. Ching	P: 650-286-2595	F: 415-349-5279
GamePro	Manuf.	Manufacturing Manager	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
GamePro	Prod	Assistant Production Manager	San Mateo, CA	S. Reimer	P: 650-286-2578	F: 650-349-5279
GamePro	Prod	Manufacturing Manager	San Mateo, CA	B. Sours	P: 650-286-2545	F: 650-349-5279
GWAN	Sales	Online Account Director	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
ICE	Admin	Exhibitor Services Administrator	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
ICE	Sales	National Account Manager	MA or CA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDC	Admin	Mailroom Clerk, part-time	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Admin	PT Administrative Assistant	Framingham, MA	M. Engman	P: 508-935-4266	F: 508-935-4610
IDC	Expo	Conference and Events Director	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Intern	Intern - CIA/User	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Intern	Part-Time Research Internship	Framingham, MA	M. Engman	P: 508-935-4266	F: 508-935-4610
IDC	Mktg	Business Development Manager	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Mktg	Group Marketing Manager	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	PR	Public Relations Specialist	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Prod	Senior Production Specialist	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Associate Research Analyst - PC Hardware	Mt. View, CA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Associate Research Analyst - PC Pricing	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Associate Research Analyst - Worldwide Quarterly PC Market Tracker	Mt. View, CA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Consulting Manager, Communications Consulting	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Rsch	Consulting Manager, Global Research Services	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Director, Data Communications Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Inquiry Analyst	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Research Analyst, Local Area Networks	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Research Director - UNIX, Client Server, & Distributed Computing	MA or CA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Senior Analyst, Asset Management Services	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Senior Research Analyst, Collaborative Computing	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Sales	Client Services Representative - Major Accounts (West)	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Client Services Representative - Strategic Accounts (East)	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Sales Manager - Strategic Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Database Administrator	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Senior Systems Administrator (LAN/WAN)	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
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IDG	Admin	Executive Assistant	Boston, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDG	Exec	Vice President, Enterprise Newsweekly Network	EC or WC	S. Brown	P: 508-935-4099	F: 508-935-4600
G	Finance	A/P Supervisor	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
	Finance	Financial Analyst	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
G	HR	HR Assistant	San Francisco, CA	P. Reilly	P: 508-935-4734	F: 508-935-4600
IDG	HR	HR Representative/Senior HR Representative	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDG	HR	HRIS Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDG	HR	Sr. HR Representative	San Francisco, CA	P. Reilly	P: 508-935-4734	F: 508-935-4600
IDG	Legal	Docket Clerk/Database Administrator	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600

BU	Category	Title	Location	Contact	Phone	Fax
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IDG Central Services	Admin	Receptionist (2)	San Francisco, CA	T. Ohara	P: 415-978-3204	F: 415-974-7316
IDG Central Services	Facil	Facilities Manager	San Francisco, CA	S. Heistand	P: 415-978-3358	F: 415-543-3984
IDG Central Services	Telecom	Telecommunications Coordinator	San Francisco, CA	T. Ohara	P: 415-978-3204	F: 415-974-7316
IDG Global Comm.	Systems	Systems Administrator	San Mateo, CA	D. Garza	P: 650-524-5701	F: 650-524-5730
IDG.net	bus dev	Business Development Executive	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Circ	Audience Development Analyst	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Edit	Features Editor	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	on-line	VP/Director of Online Business Development	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	Lead Programmer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG/B	Admin	Marketing Administrative Assistant	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Art/Design	Graphics Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Acquisitions Assistant	Chicago, IL	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Edit	Acquisitions Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Acquisitions Editor/Executive Editor, Dummies Press	Chicago, IL	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Edit	Copy Editor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Copy Writer, CPG	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Development Editor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Finance	Accountant	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
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IDG/B	HR	Vice President, Human Resources	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Intern	IS Intern	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Misc.	Manufacturing Assistant	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Mktg	Design Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Product Packaging Associate Coordinator	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
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IDG/B	Mktg	Publicist, Dummies Group	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg.	Designer	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
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IDG/B	Sales	Sales Associate	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Systems	IS Manager	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
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IDG/CMC	Confer	Event Coordinator	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IDG/CMC	Confer	Finance Manager	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IDG/CMC	Confer	Sr. Conference Manager (2)	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
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IFW	advertising	Ad Coordinator	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Circ	Circulation Analyst	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Confer	Conference Managers (2)	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
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IFW	Edit	Editorial Assistant	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
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IFW	Rsch	Research Analyst	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Impact Marketing Sales Rep	West Coast	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Inside Sales Representative	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Regional Sales Manager	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
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IMS	Sales	Director of National Accounts	San Francisco, CA	B. Theobald	P: 415-676-3008	F: 415-705-6421
IMS	Sales	Director, National Accounts	Stamford, CT	M. Maynard	P: 508-935-4777	F: 508-935-4600
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MHA	Sales	Account Manager	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
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NW	Edit	Copy Chief	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340

Monday, October 27, 1997

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NW	Edit	Testing Lab Assistant - Part Time	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
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NW	Mktg	Graphic Design/Marketing Specialist	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
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NW	Sales	Account Executive	Santa Clara, CA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Account Executive	Wayne, PA	D. Volpe	P: 508-820-7472	F: 508-820-3340
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NW	Sales	Recruitment Advertising Sales Rep	Framingham, MA	M. Cornetta Brown	P: 508-820-7474	F: 508-820-3340
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PC Games	Ad Sales	Account Manager	San Mateo, CA	J. Knapp	P: 415-286-2502	F: 415-349-8532
PC Games	Ad Sales	National Ad Director	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
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PCW	Ad Sales	Account Managers (2), Telemarketing	San Francisco, CA	J. Edman	P: 415-978-3250	F: 415-442-1891
PCW	Admin	Administrative Assistant	Rochelle Park, NJ	W. Silverman	P: 201-587-0090	F: 201-712-9786
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PCW	Art/Design	Senior Designer/Infographics	San Francisco, CA	R. Kanes	P: 415-978-3333	F: 415-442-1891
PCW	Edit	Editorial Fact-Checker (2)	San Francisco, CA	A. Kandra	P: 415-267-1750	F: 415-442-1891
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PCW	Finance	Financial Analyst	San Francisco, CA	M. Buckingham	P: 415-978-3308	F: 415-442-1891
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PCW	Prod	Advertising Traffic Coordinator	San Francisco, CA	N. Maudsley	P: 415-978-3310	F: 415-974-7402
PCW	Sales	Sales Account Manager	San Francisco, CA	B. Carrigan	P: 415-974-7405	F: 415-442-1891
PCW	Systems	Information Systems Specialist	San Francisco, CA	N. Noble	P: 415-978-3361	F: 415-442-1891
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PCW OSG	Edit	Editor, Tip World/Dummies Daily	San Francisco, CA	R. Glitman	P: 415-267-1769	F: 415-442-1891
PCW/Online	Circ	Customer Service Representative	San Francisco, CA	M. Green	P: 415-975-2680	F: 415-974-7491
PCW/Online	On-Line	Online Producer	San Francisco, CA	C. Lieberman	P: 415-975-2626	F: 415-974-7491
PCW/Online	Operations	Office Manager, Business Operations	San Francisco, CA	M. Buckingham	P: 415-978-3308	F: 415-442-1891
PCW/Online	Prod	Ad Traffic Coordinator	San Francisco, CA	C. Lieberman	P: 415-975-2626	F: 415-974-7491
PCW/Online	Prod	Assistant Manager, Ad Trafficking	San Francisco, CA	C. Lieberman	P: 415-975-2626	F: 415-974-7491
PCW/Online	Sales	Account Representative/Executive (4)	San Francisco, CA	D. Templin	P: 415-267-4508	F: 415-442-1891
PCW/WEB Magazine	Sales	Northeastern Account Manager	Newark, NJ	R. Meagher	P: 201-645-9487	F: 201-645-9486
Publish	Admin	Editorial Assistant	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
Publish	Admin	Executive Administrative Assistant	Ramsey, NJ	E. Cormier	P: 508-935-4605	F: 508-935-4600
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Web	Admin	Administrative Assistant	San Francisco, CA	B. McDonald	P: 415-978-3395	F: 415-267-1732
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Web	Sales	Account Executive	San Francisco, CA	C. McMullen	P: 415-267-4527	F: 415-267-4570
Web	Sales	Online Advertising Coordinator	San Francisco, CA	T. Hunt	P: 415-974-7443	F: 415-267-4570
Web Shopper	Admin	Customer Service Representative	San Francisco, CA	B. McCurdy	P: 415-974-7393	F: 415-975-2616
Web Shopper	Art/Design	Designer	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
Web Shopper	Sales	Account Representative (2 positions)	San Francisco, CA	D. Templin	P: 415-267-4508	F: 415-442-1891
Web Shopper	Systems	Lead Java Developer	San Francisco, CA	K. Freytag	P: 415-975-2207	F: 415-975-2616

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$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

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RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________

Applicant's Name: ______________________

Position referred to: ______________________

Company Name: ______________________

Referred by: (Employee Name) ______________________

Company Name: ______________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ______________________

Company Name: ______________________

Referred Employee: ______________________

Company Name: ______________________

Date of Hire: ______________________

Ninety Day Date: ______________________

Charged to BU/Department# ____-___-_____-50300-___

H.R. Signature: ______________________

Bonus check to be given to: ______________________

Bonus Amount: $500 $200

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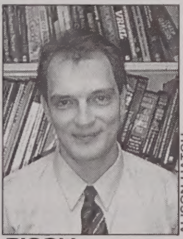
IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

Interns Bring Diverse Backgrounds to IDG

IDG's Fluegelman Internship Program marks its 11th anniversary this year. Established to honor the memory of **Andrew Fluegelman**, the founding editor of *PC World* and *Macworld* magazines, the program seeks out talented individuals looking to make a career change into publishing.

This year, three interns have been hired at *Computerworld*, *InfoWorld* and PC World Online. Fluegelman interns typically work for six months and provide participating business units with assistance on special projects and ongoing assignments. Since 1990, more than 75% of the interns have been hired as full-time employees at the conclusion of their internships. Here's a look at this year's interns.


ALISON HATCH

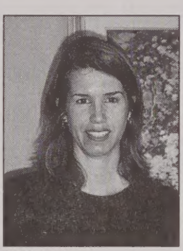
RIGOLI

Joseph Rigoli joined *Computerworld* this June as an editorial research analyst, working on such special projects as direct sales channels for personal computers and their impact on the market. He came to IDG from the Boston law firm of Lawson & Weitzen, where he was an independent business consultant working with entrepreneurial clients.

"I very much like it here. This job allows me to develop various desirable, marketable skills," he said. "On a personal level it gets me interested in things I never would have found out about."

A native of Connecticut, Rigoli has a B.A. from St. Michael's College in Burlington, Vt., and an M.B.A. from Suffolk University in Boston.

"Joe came to us with an M.B.A, which we usually don't get with interns," said **Laura Hunt**, *Computerworld* librarian. "His internship with the research department gives him a chance to interact with lots of different departments, from editorial to sales and marketing. He's doing great. I think he's enjoying it, and we're enjoying having him. We hope we can keep him."


IDG WORLD UPDATE

KNOX

Prior to signing on as a Fluegelman intern in late August, **Tracy Knox** worked in vendor relations at Providian Bank Corp. She is now learning the editing ropes in *InfoWorld*'s Reviews and Testing department.

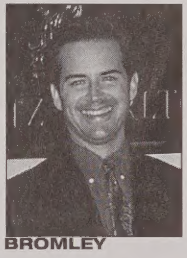
"I've only been around about a month, but I really like it here. I help the editors contact vendors for product reviews and work on indexes and other projects," Knox said.

Originally from Huntington Beach, Calif., Knox has both an undergraduate degree in psychology and a law degree from the University of California/Davis. When asked how she went from lawyer to *IW*'s Reviews and Testing department she said, "It's all about analyzing issues."

"[Tracy] is now our 'legal expert' since she comes to us with a law degree," said **Dan Sommer**, *InfoWorld* reviews editor. "Tracy is doing a fine job working basically as an associate reviews editor. She deals with the many tasks that make editors such warm and funny people to be around, especially

• CONTINUED PAGE 3 •

IDG World Update Adds West Coast Bureau


BROMLEY

For the first time in the 26-year history of IDG's employee newsletter, there is a full-time staff person on the West Coast ready and willing to be the conduit for employee news of all varieties.

IDG World Update Assistant Editor **David Bromley**, an 11-year IDG veteran, is based at 501 Second Street in San Francisco.

David began his IDG tenure as a copy editor at *Computerworld* and has also served as news editor at the IDG News Service in Boston and managing editor of the IDG Newsletter Corp.

His IDG claim to fame to date may have been the "Celebrating 10" anniversary profile in the Oct. 28, 1996 issue of *World Update (check out IDG World Update Online on IDG Central)* that elicited smiles from Boston to Beijing.

David will primarily report on West Coast stories but will work on other assignments in conjunction with Boston-based *World Update* editors **Penny Winn** and **Patricia Smith**.

If you're out on the West Coast, stop by and see David at the 501 Second Street building, Suite 310.

He can be reached at tel: 415-974-7431; fax: 415-974-7434 or david_bromley@idg.com.

H.R. UPDATE

Courses on management, wellness, finance and more are available through IDG Human Resources offices in the San Francisco and Framingham/Boston areas. The following sessions are being offered during the next few months; for a complete list of courses check out the training sections of IDG Central, IDG's online employee resource, on Lotus Notes or on the Web at http://idgcentral.com.

EAST COAST COLLABORATIVE TRAINING PROGRAM

*Note: All classes will be held at the HR Training Room at 5 Speen Street in Framingham unless otherwise indicated. For more information, contact **Julie Lynch** (julie_lynch@idg.com) or **Mary Rebecchi** (mary_rebecchi@idg.com).*

Financial Considerations for Buying a Home
(Nov. 19)
12 p.m. - 2 p.m.

Managing Performance for Positive Results
(Nov. 24)
9 a.m. - 3 p.m.

IDG Research Services Business Unit Overview
(Nov. 25)
12:00 p.m. - 1:00 p.m.
Place TBA

Stress Management
(Dec. 1)
9 a.m. - 12:30 p.m.

Personal Financial Strategies: Steps You Can Take Today
(Dec. 10)
12:00 p.m. - 2:00 p.m.

Interviewing and Selection: How to Hire Efficiently
(Dec. 16)
9:00 a.m. - 4:00 p.m.

Publishing Process Overview
(Dec. 17)
9:00 a.m. - 1:00 p.m.

IDG Business Unit Overview
(Jan. 5)
12:00 - 1:00 p.m.

IDG WEST CAREER TRAINING AND DEVELOPMENT PROGRAM

*For more information, contact **Barbara Hanna** at InfoWorld at tel: 650-312-0673.*

Time Management
(Nov. 4)
8:30 a.m. - 12:30 p.m.
South San Francisco Conference Center

The Service Advantage: Customer Service for Dummies
(Nov. 11)
9:00 a.m. - 12:00
InfoWorld

Performance Management
(Dec. 2)
8:30 a.m. - 12:30 p.m.
InfoWorld

Performance Management
(Dec. 4)
8:30 a.m. - 12:30 p.m.
South San Francisco Conference Center

Interviewing Skills Workshop
(Jan. 13)
9:00 a.m. - 3:00 p.m.
InfoWorld

Financial Systems Query
(Jan. 20)
9:00 a.m. - 12:00 p.m.
InfoWorld

Manager as Coach
(Jan. 27)
9:00 a.m. - 4:00 p.m.
South San Francisco Conference Center

FRIDGE: Financial Reporting for IDG
(Feb. 3)
12:00 - 1:00 p.m.
InfoWorld

TRANSITION ISSUES WITH UNICARE

Many of you may be aware of the problems regarding the claims process at UNICARE. As in the past with John Hancock, we at IDG Human Resources hold UNICARE to the same high customer service standards but realize these have not been met.

The Corporate Benefits Department has worked very closely with UNICARE to resolve many issues brought to our attention. However, we would like to assist employees who are struggling for resolution on their own.

If you're currently having problems and are feeling frustrated, please contact Robin Silverman, IDG Benefits Administrator at robin_silverman@idg.com or Cheryl Talamini, the IDG Benefits Manager at cheryl_talamini@idg.com.

Training to Go! Program Is Poised to Take Off

The IDG Training Department is putting the finishing touches on Training to Go!, a new training resource that is available to all IDG employees through Lotus Notes and IDG Central.

IDG's Training to Go! is a library of professional development resources. The library includes self-directed audio, video, computer-based and multimedia resources covering topics such as management, professional and wellness.

Watch for news and information about Training to Go! in upcoming issues of *IDG World Update* to find out how you can take advantage of Training to Go! resources and how you can be entered in monthly drawings for special Training to Go! prizes.

Network World Names Leaders of the Sales Pack

They came, they sold, they won awards. And then they celebrated at Atlanta's Veni Vidi Vici restaurant. Network World held its annual sales meeting Oct. 6-7 in conjunction with NetWorld+Interop '97 Atlanta. The meeting's theme was "Network World — Leader of the Pack," and the staff took time out of their meetings to honor their ad sales stars.

BACK ROW, LEFT TO RIGHT:
***Carol Lasker**, advertising director; **Dan Gentile**, named Ad Page Champion and Salesperson of the Year; **Richard Black**, Marketplace Budget Buster of the Year; **Don Seay,** Salesperson of the Year; **Evilee Thibeault,** senior vice president/publisher.*

FRONT ROW, LEFT TO RIGHT:
***Colin Ungaro**, NW president; **Jacqui DiBianca**, awarded Brand Master; **Rick Groves**, Yield Master; **Paula Connor**, Market Share Champion; **Amy Bartulis**, New Business Champion; **Enkutatash Gubaie**, Service Master. Not pictured: **Joan M. Bayon,** director, direct response advertising.*

INTERNS

continued from page 1

when they're on deadline. Her first major assignment was to take hold of the terrifically fun job of producing our quarterly index of all the products we reviewed and compared in June through September. ('Terrifically fun' is a relative term, as all editors know.) We're very happy to have Tracy as a member of the team."

May was a major month for **Lisa Moskowitz**. Not only did she receive her M.A. in journalism from the University of California/Berkeley, she started two weeks later at PC World Online in San Francisco as a Fluegelman intern, working on the site's daily news section and writing and editing features. She is now co-editor of the Here's How section.

IDG WORLD UPDATE

MOSKOWITZ

"I didn't think that I would be in Online [when I started]," Moskowitz said. I thought I would be working in print. I'm really enjoying writing and editing and thinking about how users relate to our site."

"Lisa is a perfect fit for online editorial," said **Yael Li-Ron**, PC World Online executive editor, features. "We knew it as soon as she started working here and delivering consistently great copy that's just right for the medium. Her interview was rather non-traditional (we met at the French Hotel Coffeehouse in Berkeley and talked over lattes), and I realized right there that she would fit wonderfully with the rest of our staff, which she has."

Prior to her internship Moskowitz worked for three years as a marketing communications specialist at Fannie Mae in Washington, D.C., where she was the editor of an online weekly newsletter and worked on the design of brochures for secondary mortgage products. Born in St. Louis, she attended Duke University where she studied political science.

FORMER FLUEGELMANS, CURRENT TITLES

COMPUTERWORLD
Mari Keefe, research coordinator (1996)
Amy Malloy, associate editor (1995)
Lisa Davidson, fulfillment assistant (1990, 1992)

CIO
Derek Slater, senior writer (1990)

PC WORLD
Angela Freeman, editorial researcher (1995)

PC WORLD ONLINE
Amy Ng, online staff editor (1996)
Glenn McDonald, online staff editor (1996)

THE WEB MAGAZINE
Dan Miller, senior editor (1991)

INFOWORLD
Dan Briodi, reporter (1996)

IDG NEWS SERVICE
Torsten Busse, senior U.S. correspondent (1991)

IDC:
Dana Thorat, analyst, Investment Services Research Group (1993)

Business units that hire Fluegelman interns share the cost of the intern's stipend with IDG.

*To apply for an internship or get more information on the program, contact **Christine Moloney** at IDG Human Resources, tel: 508-935-4721 or e-mail: christine_moloney @idg.com.*

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

FOR SALE

• **1992 VW Golf.** White, 5-speed, 52,000 miles, a/c, sunroof, 4-door hatchback with rear wiper. $6,900.

- Julie Lynch, IDG, 508-935-4041
julie_lynch@idg.com

• **1992 Nissan Pathfinder XE V6**, blue/blue, loaded, 90,400 miles, 5-speed. Excellent condition, asking $12,000. Owner moving to NYC, must sell.

- Julie Lynch, IDG, 508-935-4041
julie_lynch@idg.com

• **1992 Isuzu Rodeo S 4x4**. Five-speed 3.1 litre, six-cylinder engine; air conditioning; stereo with cassette; new clutch and exhaust system. Only 65K miles. Very well-kept truck in excellent shape. Asking $11,500.

- Jim Sullivan, IPS, 617-423-1366; jim_sullivan@idg.com

• **1994 Blue Discovery LandRover**. Excellent condition and maintenance. A/C, CD player, off-road package, 49,000 miles. Asking $21,500.

- Stephanie Legelis, CIO, 508-935-4433

• **1996 Chevrolet Corsica**. White, automatic transmission, air conditioning, power steering, power locks, power brakes, cruise control, AM/FM cassette player, 33K miles. $8,500 or best offer.

- Carianne Dube, IPS, 617-423-0235

• **1988 Honda Accord LX**. Standard transmission, 87K miles, good condition. Asking $4,000.

- Morris Effron, IPS, 617-574-7004
morris_effron@idg.com

• **1995 Cobia 18-foot boat**. Blue and white. Yamaha V-6, 4.3 liter, 190 HP engine inboard/outboard, 45 hours on engine. Includes all water toys (skis, ski-bobs, tubes, knee board) and safety equipment. Trailer with spare tire. $10,500.

- Rob Rubright, GamePro, 510-614-2177
rrubright@gamepro.com

HOMES FOR SALE

• **Home for sale in Wellesley, Mass**. Small home in area of larger homes. Ideal location. Private, level, 18,500 square foot lot with definite expansion potential. Move-in condition. $255,000.

- Roxanne Cartwright at 617-275-1800, ext. 6413

FOR RENT

• **Hawaiian paradise.** Keiki Leo: An enchanting three-bedroom, two-bathroom home on Kauai's spectacular north shore. Booking reservations for first quarter 1998. Special rate for IDG employees and friends. Available beginning mid-October. Visit the house at http://www.kauai-paradise.com.

- George Clark, 415-978-330
george_clark@macworld.com

• **Great condo alternative.** Small two-bedroom home on large private lot for rent in Wellesley, Mass. Ideal location. $1,450+/month. Available Nov. 18.

- Roxanne Cartwright at 617-275-1800, ext. 6413

BIRTHS

Computerworld's **Christine Chupka** and IDG List Services' **Dan Chupka** welcomed Haley Elena into the world on Sept. 19. Haley weighed 8 lbs., 1 oz. Congratulations!

Network World's **Mary McIntire** and her husband Edward celebrated the arrival of Kristen Marie on Aug. 14. She weighed 8 lbs., 1 oz and was 21 inches long. Big brother Christopher and sister Sara welcomed Kristen home.

PEN PALS

The daughters of General Manager of IDG Venezuela **Peter Cernik** are both interested in pen pals. Daniela, 15, enjoys music, parties, pizza and books. Patricia, 13, likes music, pizza, books and art. Both girls have their own e-mail addresses and would enjoy chatting on the Web or mail correspondence. Contact Peter at cernik@cwv.com.ve, tel: 58-2-9527427, fax: 58-2-9533950 for their e-mail or mail addresses.

SEND IN YOUR ADS BY NOVEMBER 18 FOR THE NOVEMBER 24 ISSUE

Please include your name, business unit, telephone and e-mail address, if possible. Send information to be posted in Marketplace to *IDG World Update* at fax: 617-423-0712 or via e-mail at world_update @idg.com.

Don't forget! As they arrive, Marketplace ads are posted on the Marketplace section of *IDG World Update Online*.

INFOWORLD

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pact technology and communications will have on this and future generations including social changes which might occur in the global community," said **Jim Martin**, president and chief executive officer of InfoWorld Media Group. "*InfoWorld* has long made the future its focus. Now we're joined by some of the world's most innovative minds to contemplate the revolution we see in technology and communications. Providing a platform for this discussion in both print and online is the logical outgrowth of who we are."

"This is really a stealth project for *InfoWorld*," Burroughs said. "Instead of standing on a soapbox and telling people who we are we can demonstrate it through the Futures Project, and while it's more subtle it's fundamentally more powerful. Instead of preaching at our customers we are involving them, which is also an incredibly powerful sales message for *InfoWorld*. We're really co-opting the future for ourselves."

"It's working amazingly, just from the teasers that have run already," she said. The big companies want to be involved in the project and get on the Board."

Initially, the discussion will be sparked by a year-long series of ads in *InfoWorld*. The coverwraps and house ads will features excerpts from one-on-one interviews with Futures Board members. Conducted by *InfoWorld*'s Futurist-in-Residence Richard Adler, the discussions will be on futures-oriented topics. Full text of the interviews is available on the Futures Project Web site at: http://www.infoworld.com. The campaign debuted last month with an interview with Paul Saffo, director, Institute for the Future, who shared his thoughts on change, privacy and the advertising industry.

Never mistake a clear view for a short distance," Saffo said. "It's the cardinal sin of entrepreneurs. Just because something seems terribly obvious and terribly necessary does not mean it's going to happen quickly. Think of all the things we're still waiting for that seemed obvious in 1980."

Other members of the Futures Board – including John Seely Brown, who was featured in the Project's second interview in the Oct. 20 issue – will register their thoughts. *InfoWorld* readers will be invited to participate in the discussion, and their comments will be showcased in future ads and online.

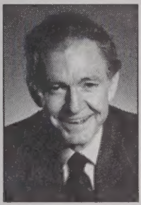
The site will include full transcripts of all the Futures Board interviews and the opportunity to join the InfoWorld Futures Forum, starting next month. Also at the site, visitors can participate in the InfoWorld Futures Poll and share their predictions and register their thoughts on the current Futures Board interview. The survey also will allow them to determine their "futures profile" — Techno-Skeptic, Techno-Conservative, Techno-Realist, Techno-Idealist or Techno-Blase.

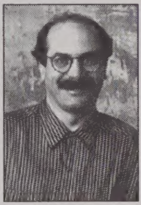
Eventually, the discussion will be expanded to include other participants, including students and the public at large.

InfoWorld will launch the Info-World Futures Project Foundation dedicated to educational projects next year.

INFOWORLD ASSEMBLES FUTURES BOARD MEMBERS

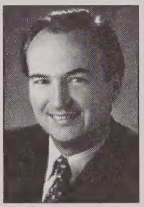
BROWN


CARTER

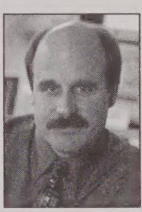

KELLEY

KRAUSS

MOORE


PEPPERS

ROGERS


SAFFO

SMITH

Hand-picked by *InfoWorld*, the Futures Board members to date are:

- **John Seely Brown – chief scientist, Xerox Corp., Palo Alto, Calif; director, Xerox Palo Alto Research Center**
- **John Mack Carter – president, Hearst Magazines Enterprises, NY**
- **Jerry L. Gibbons – Executive Vice President, American Association of Advertising Agencies, San Francisco**
- **David M. Kelley – founder and CEO, IDEO Product Development, Palo Alto, Calif.; professor in the engineering school, Stanford University; VP of Technical Discovery and Innovation, Steelcase**
- **Lawrence M. Krauss – chairman of the Physics Department, Ambrose Swasey Professor of Physics and professor of astronomy, Case Western Reserve University; author of *The Physics of Star Trek* and *Beyond Star Trek***
- **Jaron Lanier — computer scientist, composer, visual artisit and author; founder, Virtual Reality industry**
- **Geoffrey A. Moore – founder and president, The Chasm Group, Palo Alto, Calif.; author of *Crossing the Chasm: Marketing and Selling Technology Products to Mainstream Customers* and *Inside the Tornado: Marketing Strategies from Silicon Valley's Cutting Edge***
- **Don Peppers – founder and president, marketing 1:1, inc., Stamford, Conn.; co-author of *The One to One Future: Building Relationships One Customer a Time* and *Enterprise One to One* with Martha Rogers**
- **Martha Rogers – partner, marketing 1:1, inc., Stamford, Conn.; professor of Telecommunications, Bowling Green State University; co-author of *The One to One Future* and *Enterprise One to One* with Don Peppers**
- **Paul Saffo – director, Institute for the Future, Menlo Park, Calif.**
- **Jed Smith – Co-founder and senior VP, Cybersmith, Cambridge, Mass.**
- **David B. Wertheimer – president, Paramount Digital Entertainment, Hollywood, Calif.**

NOTEWORTHY

PROMOTIONS

IDC's **Suzanne McMillen** has been promoted to senior staff accountant, which will mean a more expanded role for her in the month-end closing and reconciliation procedures. She will also help evaluate, enhance and automate some of the current accounting processes.

"Her dedication, service and work ethic have enabled her to achieve her second promotion within a very short time," said **John St. Martin**, IDC controller. "Suzanne is a valuable member of the Finance team who has contributed greatly to the success of IDC."

Garry Vlass has been promoted from associate analyst to analyst at IDC's Investment Research Service/Custom Information Access & Customer Support Center (IRS/CIA & CSC) division. In his expanded role he will continue to work as an account manager for a select CIA customer base, including customers of IDC's Passport service, and will play a supervisory role with the new CSC team, including direct personnel management responsibilities for a segment of the new Inquiry Analyst team.

"Given his excellent client-service skills, knowledge of IDC products and expertise, common sense approach to issues and his 'can-do' attitude, I am confident Garry will continue to succeed at IDC," said **Dee Hatch**, IRS/CIA director.

IDC's **Dana Thorat** has also been promoted from associate analyst to analyst, IRS/CIA. She originally came to IDC from *Network World* where she was an associate features editor and since joining IDC has produced quality research products, specifically her recent corporate profile on PictureTel. As analyst she will work on the bi-weekly IRS: Investment Decision Makers product *Source: IDC* and produce vendor profiles.

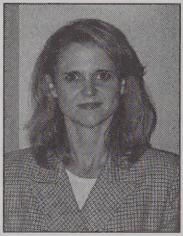
"With her extensive knowledge of the IT industry, her excellent communication and writing skills and her team-oriented attitude, she will continue to succeed with the IRS/CIA program and IDC," Hatch said.

Although **Debra Goldfarb** will retain her IDC title of vice president her role there has expanded to include the overall management of IDC Government research operations. Her job will be to assist the IDCG team in realizing its business potential.

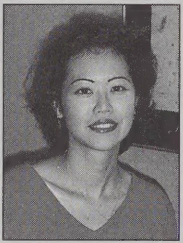
"With her strong management history at IDC, her extensive sales experience and her knowledge of the government sector, Debra brings considerable value to our government research operation," said **David Vellante**, IDC senior vice president.

NEW EMPLOYEES

Network World has hired **Samantha Leggat**, and eight-year veteran of high-tech public relations, as its PR manager. Prior to joining *NW*, she ran her own California-based agency, Lighthouse Public Relations, which represented such clients as Lantronix, Softbank Forums and others. Samantha is an avid animal-rights activist and enjoys skiing, tennis, step aerobics and going to sporting events with her husband Sean.


LEGGAT

IDG WORLD UPDATE


LEUNG

IDG WORLD UPDATE

Amy Leung joins *InfoWorld* as a technology analyst, a title she also held at Ziff-Davis' *PC Magazine*. She has a B.S. in computer science from San Jose State University in California and works off stress by swimming, water-skiing and ballroom dancing.

PENDERY

IDG WORLD UPDATE

Joining *InfoWorld*'s East Coast office as a reporter is **David Pendery**. He recently earned his M.A. in journalism from Boston University, adding it to his B.A. in international relations from San Francisco State University. Outside the office he enjoys games, sports, computers and sight-seeing. His Webzine "Musica Subterrania" (http://com.bu.edu/musica) was recently featured on Yahoo!Boston.

YAMADA

IDG WORLD UPDATE

Ken Yamada has been hired by IDG's Channel Services Group, where he will be a senior editor for *Solutions Integrator* magazine, covering the networking market. He was formerly a senior writer at *Computer Reseller News* and a reporter at *New York Newsday* and *The Wall Street Journal*.

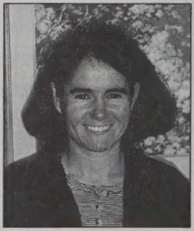
Channel Services Group has hired **Jennifer K. Mathews** as a copy editor for *Solutions Integrator* magazine. She was previously publications coordinator at Wellesley College, where she earned a B.A. in English.

RHODES

IDG WORLD UPDATE

InfoWorld welcomes **Shanley Rhodes,** who will be working as a copy editor. She comes from Workforce Silicon Valley, a non-profit organization that works with schools and businesses. She has a B.A. in English literature from Brown University and an MFA in writing and poetics from the Naropa Institute in Boulder, Colo. Her poetry has been accepted for a forthcoming poetry anthology from Praxis Press in Mexico City.

Barbara Hanna signs on as an *IW* human resources administrator. Her previous job was with Pitner Associates, an HR consulting firm, as an office manager/administrative assistant. She unwinds with books, ceramics, arts and crafts projects and golf.


MOORE

IDG WORLD UPDATE

Cathleen Moore joins *InfoWorld* as a copy editor. She has a degree in English from the University of California/Santa Cruz and enjoys playing soccer and writing in her spare time.

All business units are welcome to send information for the Noteworthy section to: world_update@idg.com.

Ventre Wins IDG Central Contest

Congratulations to **Mark Ventre**, sales associate for FCW Government Technology Group, who won the random drawing for a U.S. Robotics 56K modem. Mark was among the IDG employees who recently requested a password to IDG Central, IDG's online employee resource, and visited the site. IDG Central is on Lotus Notes or on the Web (http://idgcentral.com). For Web access, visit the site and click on the "Request a Login" link or contact IDG Global Communications at globalcomm@idg.com or tel: 650-524-5700.

Comdex Reminder

Journalists from any IDG publication who are attending Comdex/Fall in Las Vegas Nov. 17 - 21 are invited to use the facilities of the IDG News Service newsroom located at the Royal Hotel & Casino, directly across the street from the Las Vegas Convention Center. The IDG newsroom will have telephones, a fax machine and desktop PCs for visiting IDG journalists to use, plus phone lines for making modem connections back to the home office. News Service staff will file stories as the news breaks. Copy will be edited and posted directly to the News Service wire in time to make IDG publication deadlines around the world. For more information, contact managing editor **Elizabeth Heichler** at 617-423-0234, fax 617-423-0240 or e-mail: elizabeth_heichler@idg.com.

CORRECTION

The Sept. 15 issue of IDG World Update contained incorrect contact information for *WebShopper*. The correct area code for contacting staff at the new publication is 415.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS

Jose Goncalves - IDG Brazil

SEVENTEEN YEARS

Cirilo Lopez Gonzalez - IDG Mexico

FIFTEEN YEARS

Preben Engell - IDG Denmark

THIRTEEN YEARS

Jim Martin - InfoWorld
Kirsten Rådberg - IDG Denmark

TWELVE YEARS

Lene Sekjaer - IDG Denmark

ELEVEN YEARS

John Corrigan - Computerworld

TEN YEARS

Thalia O'Hara - PC World

NINE YEARS

Claudio Ceriani - IDG Italy

EIGHT YEARS

Scott Tanner - IDG Central Services
Maria Luisa Romiti - IDG Italy
Bruno Agostini - IDG Italy
Mary Porter - IDC
Simon Pearce - IDC U.K.

SEVEN YEARS

Peter Gremlin - IDG Sweden
Donna Kent - InfoWorld
Nurcan Turkoz - IDG Turkey
Marianne Kondrup - IDG Denmark
Cornelia Kramer - IDG Germany

SIX YEARS

Kristin Williams - IDC
Stephen Hendrick - IDC

FIVE YEARS

Alessandra Dainotti - IDG Italy
Simona Varisco - IDG Italy
Katherine Roco - IDC
Maria Lindström - IDG Sweden
Søren Adelkvist - IDG Denmark
Joachim Hackmann - IDG Germany

FOUR YEARS

Heike Gessert - IDG Germany
Michael O'Connell - Web Publishing

THREE YEARS

Sally Hutchinson - IDG Books
Diana Conover - IDG Books
Mark Owens - IDG Books
Fredrik Bernsel - IDG Sweden
Susann Lindell - IDG Sweden
Rachel Lebo - IDG Marketing Services
Carla Lieberman - PC World
Justine Evans - IDG Australia
Robert Fink - Computerworld
Sabine Scheuring - IDG Germany

TWO YEARS

Michael Wolfe - IDG Books
Christine Meloy Beck - IDG Books
Kimberly Jo Wafer - IDG Books
Patricia Crane - IDG Books
Jackie Goodman - Mac Publications
Pia Rehn - IDG Sweden
Jessica Larsson - IDG Sweden
Charles Hamm - IDC
Sean Kaldor - IDC
Robin Briskin - PC World
Patricia Celeste Porto - IDG Brazil
Mary Scanlon - Computerworld
Stuart Dale - Computerworld
Victoria Nangle -IDG Media (U.K.)
Finn Morsing - IDG Denmark
Thomas Gunni Pedersen - IDG Denmark
Anne Mette Rasmussen - IDG Denmark
Hans Jørgen Christiansen - IDG Denmark
Martin Stein - IDG Germany
Anja Smeilus - IDG Germany
Kevin Williams - IDC Japan

ONE YEAR

Katarina Beijer - IDG Sweden
Magnus Bäck - IDG Sweden
Magnus Höij - IDG Sweden
Katja Sundin - IDG Sweden
Arden Port - IDC
Renata Bitar Ramos - IDG Brazil
Marcello Tenerelli - IDG Brazil
Joan Kennen - IDG Books
Sandra Lindenkohl - IDG Books
Filip Kutis - IDG Czechoslovakia
Nash Werner - PC World
Anette Woll - IDG Germany
Karsten Uder - IDG Germany
Mireya Cortes Trejo - IDG Mexico

CELEBRATING 10

Mark Leary

IDG CHAIRMAN PAT McGOVERN (LEFT) ESCORTS MARK LEARY *to dinner in honor of his 10 years of service to IDC.*

HOME: Westford, Mass.

JOINED IDC: April 1987 as a program manager in IDC's Communications Technology program.

CURRENT TITLE: Director, IDC's LAN program.

CAREER HIGHLIGHT: Writing a futuristic technology piece for *The New York Times* in 1988 and watching many of my off-the-wall predictions come to pass.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS: I have been challenged every day at IDC to make a difference.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: Ask me to help.

BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK: Receiving an IDC Peacock Award, an annual award for excellence in IDC research.

INTERESTS OUTSIDE THE OFFICE: Beyond doing just about anything with my family? Jumping cornices and skiing steep, powdered chutes in Utah, pulling my weight in a fast-moving cycling paceline, and turning the 6-3 double play.

FAMILY: Wife Kris; children Gehrig (7), Wagner (6), Madison (4), and Camden (2); and dogs Shannon (12), Bailey (11), and Charlie (10).

DREAM DESTINATION: Home to four happy, healthy kids and a wife that's my best friend. Anyplace else is a distant second!

FIVE PEOPLE — LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY?: Lou Gehrig, Honus Wagner, Babe Ruth, Ty Cobb and Ted Williams.

LAST GOOD DEED: In August I rode the Pan-Mass Challenge, a two-day 192-mile bike trek to benefit the Jimmy Fund.

FIRST JOB EVER: Worked in the Fun-A-Rama arcade at Hampton Beach, N.H., handing out points to Skee Ball winners. (To this day, I still roll a mean game of Skee Ball.) First job out of high schoool: Counselor in a psychiatric hospital. Looking back, it was excellent preparation for the real world.

BEST BOOK READ IN THE PAST YEAR? *The Giving Tree* by Shel Silverstein.

IF YOU WON THE LOTTERY TOMORROW, YOU WOULD: Teach high school.

MANAGER'S PROFILE: "Mark brings a wealth of experience and thoughtful insight to key issues in the networking industry. He is very supportive of client needs and is always willing to offer help to others in our group."

*— **Lee Doyle**, VP, LAN and Data Communications, IDC*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 27, Number 44

November 3, 1997

PC GAMES TEAMS UP WITH NO. 1 GAMES SITE
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PC WORLD DOMINATES MRI FALL STUDY
PAGE 2

ON LINE: IDG COO JIM CASELLA TAKES A TURN
PAGE 3

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Clinton Touts IDG for Role in Tech Corps

PRESIDENT CLINTON, JOINED BY *soccer superstar Pele and Brazilian schoolchildren, announced the formation of Tech Corps Brazil.*

International Data Group earned a prominent mention during a speech about technology and education that U.S. President Bill Clinton delivered last month in Brazil.

While visiting a school in Rio de Janeiro that has benefitted from corpo-

• CONTINUED PAGE 7 •

CIO Canada Awards Program Showcases Best Business Practices

ITX stands for information technology excellence. It also stands for an awards program, a Web site and a sponsorship opportunity that high-profile clients are so eager to be part of that one client, invited to lunch to discuss the program, asked to be re-signed as a $100,000 platinum sponsor before the appetizers had been ordered.

Indeed, enthusiasm for the ITX Awards has percolated throughout the IT community in Canada, home to IDG's Toronto-based publishing licensee, Laurentian Technomedia, Inc. (LTI). LTI established the ITX brand earlier this year and linked it to *CIO Canada*, one of four publications it produces in conjunction with IDG.

According to LTI Group Publisher and COO **Andy White**, the ITX concept is a result of listening to readers and clients. "We had a "CIO of the Year" award in 1996, and while it was a successful program, people told us the focus should be on the practice rather than the person."

As a result, *CIO Canada* revamped the award to showcase how IT best practices clearly demonstrate business value. The publication then formed a strategic alliance with the Conference Board of Canada, which has a division of chief information officers. The Conference Board endorsed the program and encouraged its members to submit entries for the award.

A committee composed of *CIO Canada* Editor-in-Chief **John Pickett**, Conference Board members and other IT industry peers reviewed the applications. Once the finalists were narrowed down to about a half-dozen, committee members traveled across Canada to interview the applicants onsite and to verify that the best practices information was correct.

White said the reason for such thorough review was because "the ITX Awards don't just finish with a plaque." The winning company becomes, in effect, the ITX ambassador for a year. Company representatives talk about their successful IT strategies in a series of special events that *CIO Canada*'s Executive Programs group organizes on best practices. The winners will also participate in several classroom discussions with university business students.

To defray expenses for these activities,

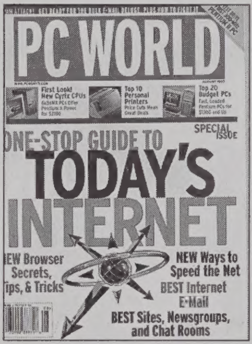
• CONTINUED PAGE 4 •

IN BRIEF

PC World Surfs Wave of Syndicated Research

Guess what? *PC World* is No. 1 again.

According to the fall study released last month by Mediamark Research Inc. (MRI), *PC World* delivered the largest average issue audience, the most managers, and the most computer product buyers of any measured computer monthly or business publication. It also demonstrated the strongest overall growth among all major computer publications. With a hefty 4% gain in total average issue audience, *PC World* surged past the six-million mark.


PC WORLD
ONE-STOP GUIDE TO
TODAY'S INTERNET
SPECIAL ISSUE
EW Browser Secrets, ips, & Tricks
NEW Ways to Speed the Net
BEST Internet E-Mail
BEST Sites, Newsgroups, and Chat Rooms

Widening the gap between itself and other monthly computer magazines, *PC World*'s total average issue audience grew by more than 230,000 readers since the spring 1997 MRI study. *PC World* outpaced *PC/Computing*, which lost more than 220,000 readers to *PCW*'s gain of 230,000 in the same time period, by more than 1.6 million readers.

"We're gratified that yet another independent researcher has confirmed our audience is larger than the business books and monthly computer magazines," said **Jeff Edman**, publisher of *PC World*. "Naturally, our advertisers are the beneficiaries, since they gain added reach and exposure to the market's biggest buyers."

SHORT TAKES

Don't tell anyone but there are dummies in the White House. According to *Newsweek*, U.S. First Lady Hillary Rodham Clinton has sworn to get online in order to better stay in touch with daughter Chelsea, now attending Stanford University. One of the gifts she received from her staff for her recent 50th birthday was a copy of IDG Books' *E-Mail for Dummies*. "She loved it," said the magazine.

■ ■ ■ ■ ■ ■ ■ ■

IDG's Global Web Advertising Network (GWAN) recently added 35 Web sites, bringing the total available for centralized ad buying, placement and reporting to 135 IDG sites worldwide. Through a single point of contact, advertisers can now reach IDG's targeted communities of IT buyers in 26 countries.

Arf! No. 1 Games Site Teams with *PC Games*

While you may not be able to teach an old dog new tricks that doesn't mean you can't teach a puppy some. *PC Games* has joined forces with Attitude Network's Happy Puppy (www.happypuppy.com) and Games Domain (www.gamesdomain.com) sites, the two most frequented gaming sites on the Internet, to bring game players the most comprehensive offering on the Web.

The relationship between Happy Puppy, Games Domain, *PC Games* and PC Games Online (www.pcgames.com), the companion Web site to *PC Games*, will create a network of gaming information, downloads and marketing opportunities for advertisers.

Happy Puppy, the No. 1 games site on the Internet, draws more than three million visitors every month and is one of the most frequented entertainment sites and most recognized brand names on the Web. *PC Games*' editorial, including its comprehensive reviews coverage, will bring additional depth to the alliance. This gaming troika is expected to deliver 4.5 million gamers to advertisers monthly.

"Partnering with the No. 1 games site is an ideal way for *PC Games* to increase exposure of its online presence and increase traffic to its site," said **Gini Talmadge**, president and publisher of *PC Games*.

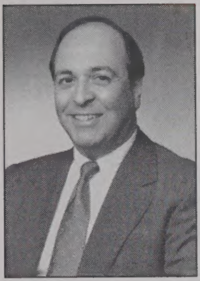
On the Happy Puppy and Games Domain sites, users will be able to read *PC Games* content, access its "Download of the Day," subscribe to the print publication and link directly to PC Games Online. Visitors to the PC Games Online site will be able to access content from the Happy Puppy and Games Domain sites, including the famous "Happy Puppy Top 10 List." There will also be a link to both Attitude Network sites.

"The linking of Happy Puppy, Games Domain and PC Games has, in effect, created the ultimate gaming triangle — and a triple hit for advertisers," said Don Rainey, president of Attitude Network.

Attention IDG Journalists

If you're going to Comdex, be sure to check out the technologically well-equipped IDG News Service newsroom at the Royal Hotel & Casino across from the Las Vegas Convention Center. Visiting journalists may avail themselves of the telephones, fax and PCs in the newsroom as well as use the phone lines to make modem connections back home. For more information contact **Elizabeth Heichler** at elizabeth_heichler@idg.com.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Why isn't a better job done of coordinating the global and regional product line meetings to facilitate some efficiencies in time and expense for those individuals who need to attend more than one meeting?

A This is an excellent question. During the budget process, this year, the Executive Committee asked the heads of the various Global Product Support Centers to work together to make these meetings more efficient for all the participants. We have asked them to try to hold these meetings, when possible, around major trade shows or other meetings, which would allow for more efficient travel. We received a positive response from each of the GPSC's and expect that you will see changes over the next year or two, as they develop their schedules.

These meetings are very popular and provide a tremendous opportunity to exchange great ideas and best practices from around the world. The majority of the individuals who contribute their time and expertise to the GPSC's have another "day job" and truly exemplify the IDG spirit of assisting other colleagues.

Cahners has just announced that it will sell four of its IT titles: *Datamation, Reseller Management, Government Computer News*, and *GCN State and Local*. Are we interested in any of these titles?

We certainly had an interest in several of these titles, but not in the overall group. Unfortunately, management of the parent company chose not to invest in many of these titles over the past several years, and publications such as *Datamation* have become shadows of their former selves. The investment bankers representing the titles indicated that they would only accept bids for the entire group, and we decided not to pursue this acquisition opportunity.

Our own government publication, *Federal Computer Week*, has made substantial market share gains on *Government Computer News* and is clearly the market leader at this time. A number of the members of the *Solutions Integrator* senior management team joined us from *Reseller Management* prior to the announcement of the sale. Over the past 30 years, IDG has been much more successful in developing its own properties, as opposed to acquiring other publications. We have been able to create greater shareholder value by following this approach and, except for occasional strategic acquisitions, I do not envision our strategy changing.

I've heard a lot of talk about how FY97 was a record year for IDG. Can you put it in perspective for us?

Our overall operating income was up almost 40% over FY96. This was on a much more modest growth in revenue. I would like to list a number of business units that either had significant increases in operating profit in FY97 or had significant improvement in operating income on a year-over-year basis:

CIO
FCW Government Technology Group
GamePro Media
IDC
InfoWorld Media Group
PC Games
PC World Communications
IDG Australia
IDG Brazil
IDG Denmark
IDG France-Consumer Magazines
IDG Germany-Computerwoche
IDG Germany-Magazine Division
IDG Hong Kong
IDG Hungary
IDG Italy-Business Press
IDG Italy-Consumer Magazines
IDG Japan
IDG Sweden
IDG U.K.-Consumer Group
IDG U.K.-Macworld

I would also like to congratulate everyone who contributed to this record year and also cite the unsung heroes in our support groups, who went into their contingency plans early in FY97 and saved more than $3 million to help ensure that we would reach our goal. IDG, like any business, must stay healthy and generate significant operating profits, which allow us to invest for our future. Based on the strong FY97, we have more new launches during FY98 than we have had in several years. This strong year will also allow us to continue to invest in our core brands to ensure that they remain market leaders.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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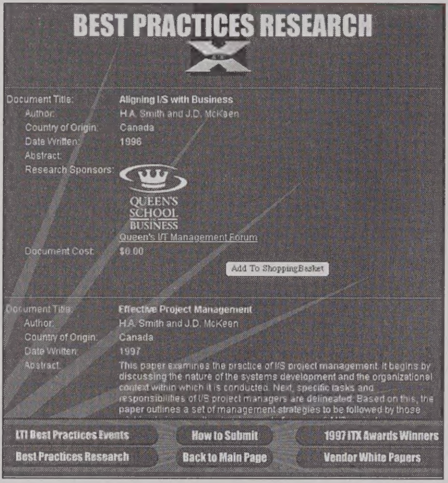
Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

CIO CANADA

from page 1



BEST PRACTICES RESEARCH

Document Title: Aligning I/S with Business
Author: H.A. Smith and J.D. McKeen
Country of Origin: Canada
Date Written: 1996
Abstract:
Research Sponsors: Queen's I/T Management Forum
Document Cost: $0.00

Document Title: Effective Project Management
Author: H.A. Smith and J.D. McKeen
Country of Origin: Canada
Date Written: 1997
Abstract: This paper examines the practice of I/S project management. It begins by discussing the nature of the systems development and the organizational context within which it is conducted. Next, specific tasks and responsibilities of I/S project managers are delineated. Based on this, the paper outlines a set of management strategies to be followed by those

THE BEST PRACTICES SECTION OF THE *ITX Web site features an ever-expanding collection of case studies and research reports.*

JUDGING CRITERIA STRESS 'BUSINESS VALUE'

Companies vying for the ITX Award had to submit detailed business plans. Applications were evaluated based on four criteria:

1) The extent to which the innovation adds business value in furthering the organization's strategic objections;

2) The extent to which IT was key to achieving the overall business solution;

3) The quality of collaboration between the business unit and IS organzation throughout the course of the project;

4) Original or innovative use of IT.

The term "business value" could be defined in a number of ways:

- **new, innovative or more productive ways of doing business**
- **revamped organizational structure or style**
- **ability of the enterprise to enter a new market**
- **successful global operation or expansion**
- **improvement of enterprise's relationships with external customers**
- **transformation of the way the enterprise competes within its customary market or ways that it improves its competitive position within the market**
- **leaner or more economic operation**

the winning company receives a cash award that's drawn from money raised from corporate sponsors. The award, roughly $11,000, can also be used to invest in new technology.

Another way the ITX brand exists as a dynamic entity is through the ITX Web site (http://www.cio-itx.com). Here, visitors can find an ever-expanding collection of IT best practices on such topics as "Hiring and Retaining the Best in IS," "Managing the Virtual Workforce," and "The Intranet and Its Impact on the Delivery of Financial Services."

This information is drawn from many sources, including applications from the ITX Awards programs and research studies by IDC Canada and other companies.

Each best practices product has a one-paragraph summary. Some products are free, while others are priced at the several thousand dollars typical of a market research study. Web site visitors can order online, thanks to a Java applet "shopping basket" that stores and calculates users' selections.

The Best Practices section will also include case studies of topics discussed at CIO Canada's Best Practices events. LTI has established a partnership with Queen's College of Business in Toronto, which is assisting on several aspects of the ITX program, including providing a staff person to document the *CIO Canada* events.

The Web site also includes white papers from vendors, details on how to apply for the ITX Awards and information about CIO Canada's Best Practices Events.

Broad corporate support

Although it is less than a year old, the ITX Award and the brand as a whole has enjoyed corporate support from a variety of businesses.

"By focusing the award on how IT can benefit companies financially, it meant that this is much more than just a computer award — it is a business award" White said. "That raised the profile of the program, and made it possible to arrange for more kinds of sponsorships."

AT&T Canada, NCR, Microsoft, Sun, Bay Networks and Xerox are among the companies that have signed on as corporate sponsors. There are several different levels of support; which can range from sponsorship of one specific ITX event to a year's worth of visibility.

Passport On-Line, an Internet service provider and Web design facility, designed the ITX Web site, a value of more than $70,000, in exchange for one of five title sponsorships at the ITX Awards dinner.

The first ITX Awards dinner, a black-tie event at Toronto's elegant Design Exchange, was held Sept. 16. London Life Insurance Co. of Canada won the first ITX Award as a standing-room-only crowd of 300 looked on. That event also brought LTI incremental revenue through sales of tables to additional corporate sponsors.

For more information, contact ***Fawn Annan****, general manager of CIO Canada's Executive Programs group, at fawn_annan@lti.on.ca, tel: 416-746-7360 or fax: 416-746-1421.*

WEB SITE YIELDS VARIED BENEFITS

Laurentian Technomedia's ITX Web site is a repository for research on IT best practices that has brought a number of benefits to LTI:

- **Created a new revenue stream from best practices research.**
- **Allowed LTI to become electronic-commerce enabled.**
- **Created new strategic alliances.**
- **Served as a value-add to LTI's largest advertisers.**
- **Furthered LTI's position as a leader in the Canadian IT market.**

Job Opportunities
Monday, November 3, 1997

FEATURES EDITOR (CIO)
The individual in this position will be responsible for editing copy for content organization, clarity, and completeness. The Features Editor will work closely with in-house and freelance writers on story development, direction, and focus, assist in the idea-generation process, and write occasional short items. Three years of feature editing experience is required. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

MANAGING DIRECTOR, CUSTOM PUBLISHING (CIO)
The successful candidate will launch the Custom Publishing Program. Individual will create the product line and develop processes for selling and implementing products. A minimum of 5-10 years experience required. Master's degree preferred.
Location: Framingham, MA
Contact: P. Reilly, Fax: 508-935-4600, Phone: 508-935-4734, Email: patty_reilly@idg.com

DESKTOP SUPPORT MANAGER (CIO)
The Manager of Desktop Services is responsible for the installation and maintenance of a stable desktop computers, portable computers and related peripherals infrastructure. This individual supports, develops, tests, evaluates, and implements technologies, services, and standards that enhance both the hardware and software that are consistent with CIO Communications' enterprise-wide technology needs.
The Manager of Desktop Services is also responsible for providing and maintaining application and hardware documentation and instruction procedures and guidelines. Ideal candidate will possess a BS/BA degree or equivalent work experience, 2-4 years experience supporting Windows 95, Apple OS, cc:Mail, Microsoft Office, Lotus Notes in a multi-location environment. Two to four years experience configuring and supporting Macintosh and Wintel hardware. Candidates should also possess strong management skills and excellent organizational, interpersonal, and communication skills. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

RECEPTIONIST, PART-TIME (CW)
This front office position requires a friendly and professional demeanor, attention to detail, multitasking skills, and the ability to meet firm deadlines. Responsibilities include answering the phones, greeting visitors, distributing and sending mail, maintaining schedules, word processing tasks and a variety of other projects. Must possess strong customer service skills, be computer (PC) literate, have knowledge of word processing/spreadsheet applications and eager to learn new responsibilities while maintaining pre-defined workload. Approximately 25 hours/week. ***Location: Burlingame, CA***
Contact: S. Allen, Fax: 508-879-3760, Phone: 508-820-8162, Email: sally_allen@cw.com

SENIOR EDITOR, MANAGEMENT (CW)
The individual in this position will contribute two major articles per month to the Managing section and should be able to generate story ideas and profile leads for the section. Working closely with the senior editor and associate editor, you will follow trends and issues relating to the management of IT organizations, personnel, vendors, service firms and IT projects. The successful candidate will possess 5 years of experience in business and computer journalism, knowledge of IS, management and business issues, experience in features and profile writing is also required. Applicants must be willing to work in a team based environment. Travel will be required.
Location: Framingham, MA
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

MARKETING SPECIALIST (ICE)
ICE has an opening for an experienced marketing professional to lead the marketing efforts for ICE conferences and expos. The ideal candidate will have experience in creating copy, direct mail, on-line/interactive media, expertise in brand marketing, working with suppliers, email houses and print production. Entrepreneurial spirit, bottom line focus and leading edge marketing skills are essential. 5 years of experience preferred. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

SALES AND CUSTOMER SUPPORT REPRESENTATIVE (IDC)
IDC's Interactive Products & Services group is currently looking for a Sales and Customer Support Representative to help process client orders, grant on-line client access to products, act as contact point for worldwide sales and help answer questions regarding account set up, product features and customer pricing for all of IDC's interactive products as well as working with the director to process the expenses and revenues for the group. Another important function of this role is to collaboratively track and produce the monthly group performance measurement package. The successful candidate should be proficient in MS Office Suite products (Word, Excel, PowerPoint), and Lotus Notes, possess web browser navigational skills for the internet and proven ability to learn computer software packages and new systems skills quickly. Strong customer service, organizational skills and attention to detail is essential. ***Location: Framingham, MA***
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

CONSULTING DIRECTOR, PERSONAL SYSTEMS CONSULTING (IDC)

This position, which reports to the Vice President of Personal Systems Consulting, is a project manager and business development leader for custom consulting projects covering personal systems, peripherals and distribution arenas. The projects include market and competitive analysis, market sizing and forecasting, product and technology assessments, user requirements, business and market plan development, entry and growth strategies. Skills and experience required include: strong project management skills, computer industry analyst and/or market consulting experience. MBA preferred, entrepreneurial, high sense of responsibility. The position is located in our Mountain View, CA office. ***Location: Mt. View, CA***
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

SALES MANAGER - MAJOR ACCOUNTS (IDC)

IDC is seeking a high level major accounts sales professional who will be responsible for managing sales and business relationships at US HQ locations and coordinating worldwide business for several top IDC vendor customers. Will also be responsible for monthly sales of services to include renewing existing services as well as selling new annual services, other syndicated research, and consulting (working with dedicated consulting sales partner). Reports to VP of Major Account Sales. Will require 70-80% travel and excellent presentation, account organization and penetration skills. Must have a minimum of 5-8 years of executive selling experience with complex goods or services to technology vendors. This position will be located in either - Mt. View, CA; Framingham, MA; or Austin, TX. ***Location: TBD***
Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

EVENT/TRADESHOW MANAGER (IFW)

An intermediate marketing position responsible for all event and tradeshow marketing coordination. One to two years' experience preferred. Ideal candidate should be familiar with tradeshows in the IS industry, enjoy traveling and working with sales representatives, and have experience with project/event management. Good communication skills & a customer service focus is required. ***Location: San Mateo, CA***
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

WEB DEVELOPER (IFW)

InfoWorld is looking for a smart, savvy, organized, highly knowledgeable technical wizard to spearhead development efforts for, and oversee site maintenance of, its website, InfoWorld Electric (www.infoworld.com). This position, which reports to Electric's general manager, requires expert programming skills, proven project-management experience, and a thorough understanding of the publishing industry. The successful candidate is knowledgeable in UNIX and expert with Perl 5, SQL, CGI, Java, and Javascript. (C++ and Oracle RDBMS expertise are also very helpful.) Just as important: the demonstrable ability to plan, implement, and complete a variety of publishing projects, often involving non-technical staff from InfoWorld's editorial, sales, circulation, and other departments.
Location: San Mateo, CA
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: sara_barnes@infoworld.com

SENIOR EDITOR (NW)

Looking for a reporter with at least 3 years experience. Applicants should have experience about high tech subjects and should have good writing skills. The job involves timing around a handful of stories each week on a variety of network industry topics.
Location: Framingham, MA
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

IMAGING SPECIALIST (NW)

Imaging Services is looking for an entry level Imaging Specialist to assist in the daily operations of the department. Process digital file requests, provide design/typesetting services, repurpose content for the web, maintain imaging equipment, and help in the production of the company Intranet. MAC or PC experience in QuarkXPress, Photoshop, Freehand, Illustrator and FrontPage. Willing to train the right person in imaging technologies and web publishing. Self motivated and a team player a must. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

ASSISTANT PRODUCT MANAGER, TIPWORLD AND DUMMIES DAILY (PCW OSG)

PC World Online, the world's largest publisher of technology email newsletters, is seeking a dynamic self-motivated team-player to undertake responsibility for regular operational management of the rapidly growing TipWorld and Dummies Daily product lines. Working closely with all departments of the PC World Online Services Group, this individual will develop, manage, and monitor systems to ensure smooth ongoing operations, and to manage projects and schedules critical to the future growth of the two product lines, including new product and topic launches, domestic and global syndication programs, and list rental and delivery operations. Demonstrated leadership skills and ability to work in a high-energy, dynamic environment essential. Excellent project management, written and verbal communication, and multi-tasking skills required. Previous experience in Internet production, circulation, or marketing highly desirable.
Location: San Francisco, CA
Contact: D. Fox, Fax: 415-974-7491, Phone: 415-267-1773, Email: declan_fox@pcworld.com

IDG Global Communications Gets Site of Its Own

The folks who brought you the IDG Central Website (http://idgcentral.com) now have their own section. Find out how the staff can assist your business unit, whether you're based in San Mateo, Calif., or Santiago, Chile.

The IDG Global Communications section has five parts:

1) **Who Are We**. Photos of the seven-person staff.

2) **Services**. IDG Global Communications offers a wide range of communications and technology services to IDG business units, including Lotus Notes e-mail client hosting, Web site hosting, Internet access, and application development for Lotus Notes/Domino. There is a full description of the IDG Global Dial Network/Internet Dial Service, which enables employees to have local dial up access to the Internet in more than 1,000 locations and 150 countries, thereby avoiding long-distance charges and most hotel access charges.

3) **Downloads**. Access the files needed for the Global Dial Network; additional files will be posted in the near future.

4) **Systems Status**. Currently under development, this section will have updates on the status of Global Comm's mission-critical systems, such as Internet e-mail and Global Comm's various servers.

5) **Contact Us**. Global Communications staff can be reached at globalcomm@idg.com, tel: 650-524-5700 or fax: 650-524-5730.

"Our new section on IDG Central will be an excellent way for us to communicate important and useful information to our customers as well as improve on our ability to offer 7 by 24 customer support that is second to none," said IDG Global Communications President **Jeff De Balko**.

To check out the Global Comm page, point your browser to http://idgcentral.com and click on the "About Global Communications" icon on the home page.

Expos, Publications and Training Converge During Visit to China

IDG Chairman Pat McGovern visited China in September and spent time visiting IDG's interests in exposition management, publishing and computer-related training

(LEFT)
At China Computerworld Expo '97, Pat McGovern and Lin Jianfen, deputy minister, Ministry of Electronic Industry,(foreground) check out an exhibitor's display. More than 250 companies bought a total of 800 exhibition booth units at the event, which is the largest IT expo in China. This was the fifth year of the show.

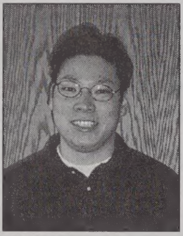
Visitors numbered approximately 100,000, fewer than last year, but efforts paid off to attract a higher quality audience.

(RIGHT)
*ExecuTrain of Downtown Beijing, IDG China's first master-franchise-owned ExecuTrain location, opened for business in August. (L-R) Lore McGovern, Pat McGovern, Elizabeth Kanne, ExecuTrain's regional manager for Asia, **Chen Gong**, general manager, ExecuTrain China, and **Hugo Shong**, managing director, IDG Asia Business Development.*

(LEFT)
*For the past year, IDG has had an investment in Trends magazine, The women's version of Trends is similar to Cosmopolitan and, with a circulation of 170,000, is the No. 2 consumer publication in China after Elle. The men's version of Trends is similar to Esquire or Men's Health. (L-R) Hugo Shong, Wu Hong, chairman, Trends magazine; Pat and Lore McGovern; Liu Jiang, Trends' advertising director; **Zhang Yu**, general manager, IDG China; **Quan Zhou**, president, Pacific Technology Ventures/China.*

NOTEWORTHY

NEW EMPLOYEES


GO

Technology Analyst **Andrew Go** comes to *InfoWorld* from *PC Magazine* where he held a similar position. He earned a degree in computer science from Pace University in New York City.

IDC Japan welcomes two new employees. **Ooami Tomonori** joins IDC Japan as a multiuser system/server analyst in the Systems and Solutions Group. He was previously with NCR Japan as a salesman with its Financial System Group for which he proposed and installed host-transaction systems for local banks. In his leisure time he plays tennis and skis.

Moriyama Masa-aki also comes to IDC Japan as a storage/semiconductor analyst in the Systems and Solutions Group. Prior to that he worked at the Yano Research Institute in Tokyo researching Japan's data storage and components markets. Outside the office he enjoys swimming, mountaineering and all sports, especially soccer.

Anne Sweeney has joined Event Travel Services in Dedham, Mass. She previously owned and operated Electric Monk Desktop Publishing Services, a desktop publishing design firm. She has a certificate in travel from the Travel Education Center. In her spare time she enjoys — what else? — traveling and crafts.

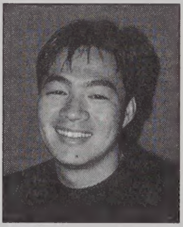
Susan Davidian joins the Channel Services Group as an ad coordinator, a position she previously held at Cahners Publishing. She has a degree in business management from Fitchburg State College in Massachusetts and likes to exercise, ski and travel.

IDG Conference Management Group has hired **Ed Meagher** as director of sales. Ed joins IDG from Knowledge Asset Media where he was Western sales manager.He holds a BSC in marketing from Santa Clara University and lists music, golf, skiing and spending time with family, which now includes infant son Robert, as his outside the office interests.

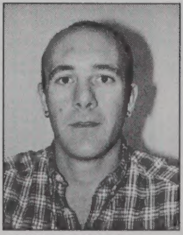
Network World has hired **J. Mark Hiatt** as a sales assistant in its Santa Clara, Calif., office. Before coming to *NW*, he was a risk manager with Multiserve Insurance in Provo, Utah, where he was responsible for client accounts, customer service and cross-selling clients. He earned a B.A. in history with a minor in Spanish from Brigham Young University and plays basketball in his free time.

BACHLE

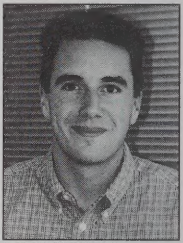
Donna Bachle joins IDG Ventures in San Francisco as the executive assistant to the managing general partner. She held a similar position at Coopers and Lybrand. She stays very busy outside the office sailing, scuba diving, skiing, running, hiking, painting, gardening and cooking.


GOH

The IDG News Service welcomes **Kelvin Goh**, who has signed on as an editorial assistant. A native of Malaysia, Kelvin graduated in June from Clark University with a B.A. in international development and a concentration in communications. He is looking forward to joining a community choral group in the Boston area and enjoys working out, swimming and reading history.


PODRASKY

Domestic rights manager **Bob Podrasky** comes to IDG Books Worldwide in Foster City, Calif., from W.H. Freeman and Co. where he was a subsidiary rights and special markets coordinator. He earned a B.A. in English and communications from Seton Hall University in South Orange, N.J. An avid volleyball player, Bob's team won a bronze medal at the Queen Vicki Cup in Vancouver, British Columbia, where he was also named a tournament all-star player.


McINTOSH

Christian McIntosh has also been hired at IDG Books as an online development editor. His prior job was as associate editor for Wine Business Publications and Smart Wine Online where he managed the Web site and was the lead reporter for the Kendall-Jackson vs. E&J Gallo federal trial earlier this year. He earned a B.A. from the University of California/Berkeley and enjoys collecting jazz records, scuba diving and, not surprisingly, drinking wine.

TAVARES

Philip Tavares made the move from Cahners Publishing Co. in Newton, Mass., to IDG Books in Foster City, Calif., where he is an online content editor. He has a B.S. in mass communications/public relations from Boston University's College of Communication. Outside the office he enjoys writing, camping, film and golf and is proud to have survived the drive across the U.S.

TRANSFERS

Juliana Nelson makes the move from *InfoWorld*'s research manager to senior research analyst at IDC West in Mountain View, Calif., where she will conduct Internet research. She has a degree in Germanic languages and literature and is a self-proclaimed "marathon-running junkie."

Chip Zaborowski moves from *Computerworld*, where he was Eastern account manager for *CW*'s Information Technology and Human Resources group, to IDG International Marketing Services as director of international accounts on the East Coast.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTY YEARS

Ted Bloom - IDG

FIFTEEN YEARS

Miguel Hermosell - IDG Spain

FOURTEEN YEARS

Bjørg Elin Brodersen - IDG Norway
Valerie Shanks - IDG Spain

THIRTEEN YEARS

Jose Villacorta - IDG Spain

TWELVE YEARS

Jeff Edman - PC World
Isabel Campo - IDG Spain

ELEVEN YEARS

Edith Holmes - FCW

TEN YEARS

Zsuzsa Krammer - IDG Hungary
Joanne Connelly - FCW
Michelle Chase - IDG

NINE YEARS

Lyn See - IDG Australia
Jayne Enos - IDG

EIGHT YEARS

Ákos Bognár - IDG Hungary
Amanda McVitty - IDG New Zealand

SEVEN YEARS

Anne McCrory - Computerworld
Natalia Parron - IDG Spain

SIX YEARS

Cheryl Brink - PC World
Johan Egging - IDG Netherlands
Robert van der Veldt - IDG Netherlands
Michael Siggins - CIO
Xiaoge Xiong - IDG Asia
Peter Horan - IDG Marketing Svs.

FIVE YEARS

Nadia Maudsley - PC World
Lia Lorenzano - IDG Conf. Man. Group
Laurie Morgan - IDG Marketing Svs.
Marcy Dill - CIO
Mike Oughton - IDG New Zealand

FOUR YEARS

Robin Azar - CIO
Anita Dennis - Publish
Michael O'Connell - Web Publishing
Alec Brown - IDG New Zealand
Phil Jones - IDG New Zealand

THREE YEARS

Suzanne Thomas - IDG Books
Rick van Dijk - IDG Netherlands
Norbert Németh - IDG Hungary
Károly Viosz - IDG Hungary
Antje Bruns - IDG Germany
Susan Montgomery - CIO
Nicky Mowat - IDG New Zealand
Edward Porter - IDG New Zealand

TWO YEARS

Jana Susilova - IDG Czechoslovakia
Pete Halliday - Network World
Laura Moss - IDG Books
Emily Melgar - IDG Books
James Sumser - IDG Books
Jessica Graves - Mac Publications
Reynder Bruyns - IDG Netherlands
Carlos Eduardo Salvato - IDG Brazil
George Radford - Computerworld
Frank Sequeira - Computerworld
Carol Silwa - Computerworld
John Cafarella - Computerworld
Jim Karalekas - Computerworld
Jonathan Baron - IPS
Donna Henderson - IDG
Daniel Arnold - FCW

ONE YEAR

Lenka Reichova - IDG Czechoslovakia
Jolana Spaningerova - IDG Czech.
Martina Kramosilova - IDG Czech.
Yvette Joplin - PC World
Satwant Jakher - IDG Books
Roos Dirksen - IDG Netherlands
Dick de Groot - IDG Netherlands
Annemarie Lootsma - IDG Netherlands
Bas Mul - IDG Netherlands
Jeroen Pietersma - IDG Netherlands
Martine Verheij - IDG Netherlands
Patrick Thibodeau - Computerworld
Kathleen Dee - Computerworld
Paul Lewington - IDC U.K.
Elena Fotos - Web Publishing
Cheryl Moran - Event Travel Service
Ken Norton - ICE
Terrence Sydney - IDG
Lynne Zouranjian - CIO
Alan Wu - IDG
Faith Huang - IDG Asia

CLINTON

from page 1

rate partnerships and technology in the classroom, Clinton said the U.S. would work with Brazil to give more Brazilian students access to Internet technology, improve teacher training and help more families and businesses get involved in children's education.

He then went on to say: "I want to especially thank International Data Group of Brazil for coordinating the formation of the Tech Corps of Brazil, helped by **Gary Beach,** who founded the United States Tech Corps. These volunteers will assist schools with planning, support and training as they bring the kind of new technologies into their classrooms that I saw here today."

Beach, a 10-year IDG veteran and newly appointed publisher of *CIO* magazine, has been active in Tech Corps since 1995. Beach and **Ney Kruel**, general director of IDG Brazil, both attended Clinton's address, as did a number of top IDG Brazil clients who were impressed with the visibility the president gave to IDG.

Beach and Kruel will work with Brazilian IT leaders and educators in sharing best practices of the U.S. Tech Corps through partnerships with the Brazilian IT community.

More than 140,000 information system professionals read IDG Brazil's publications, which include *Computerworld Brazil*, *Network World Brazil*, *PC World Brazil* and *Reseller World Brazil.*

CELEBRATING 10

Adriana Amedei

HOME: Milan, Italy

JOINED IDG: October 1987, as editor of *Computerworld Italia.*

CAREER PATH SINCE JOINING IDG: After three years as an editor of *Computerworld Italia*, in 1991 I became the first (and only, at that moment) editor of the new magazine *NetWorking Italia.*

CURRENT TITLE: Editor of *NetWorking Italia.* I write stories, interview people from the networking industry and users, edit the text we collect from our contributors, attend press conferences and exhibitions.

I JOINED IDG BECAUSE: Before joining IDG I was working in another publishing group with **Giulio Ferrari**, who is now my publisher and at that time was my editor-in-chief. In July 1987, he joined IDG and a few months later IDG contacted me too. I asked Giulio his advice and he told me that he thought I had been given a good opportunity. I trusted him and now I'm here.

BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK: The Chairman's Achiever Award for my work in launching *NetWorking Italia.*

FAMILY: My husband's name is Paolo; we have two daughters: Giulia, 7 years old, and Flavia, 3 years.

FANTASY JOB: Novelist. I love reading, and it would be wonderful to write something that other people would like to read.

FIRST JOB: After teaching Italian and English while studying at the university, my first real job was as a Spanish/Italian interpreter for a big manufacturing company.

IDG CHAIRMAN PAT McGOVERN ESCORTS ADRIANA AMEDEI TO *dinner in honor of her 10 years of service to the company.*

YOUR IDEA OF A PERFECT DAY ALONE: Taking my bicycle, going to the beach (assuming that it's not too far — as it is in reality), swimming, reading and taking a long walk.

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WERE ON FIRE: My daughters. They are not a possession of mine, but they are the most valuable items I keep in my home.

FAVORITE VACATION SPOT: Anywhere near the sea.

MANAGER'S PROFILE: "Adriana is such a valuable journalist on the *NetWorking Italia* team. She has a lot of experience in the information and communications technology market, especially regarding the world of local-area networks. She is especially proficient at setting up a team to report on a story, and she is a great reporter herself."
— **Alessandro Degli Occhi**, editor-in-chief, *NetWorking Italia*

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 27, Number 45 November 10, 1997

PC ADVISOR GETS COURTROOM GIG
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CIO KOREA BACKS PLAN TO ESTABLISH GOVERNMENT CIO POSTS
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TRANSFUSION PUMPS UP NETWORK WORLD INFORMATION FLOW
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDC's European Forum Remains Premier Conference for Executives

SAM LUANGRATH

IDC EUROPE PRESIDENT ROBERTO MASIERO (CENTER) TAKES A BREAK WITH SOME *of the IDC staff members who worked at the European IT Forum. (Left to right):* ***Stefania Basanisi**, IDC Italy;* ***Alessandra Mosconi**, IDC Italy;* ***Hillary DeMello**, IDC U.S.;* ***Daniela Toson**, IDC Italy; Masiero;* ***Mathew Heath**, IDC U.K.;* ***Meryl Salter**, IDC U.K.;* ***Myriam DeGreef**, IDC Belgium. Not pictured:* ***Marie-France Jenchenne**, IDC Belgium;* ***Jezebel Stichter**, IDC Belgium;* ***Irene Ford**, IDC U.K.;* ***Gerardine McKeon**, IDC U.K.*

Once again, IDC's European IT Forum solidified its standing as the most comprehensive and authoritative conference on the status and trends of information technology and communications in Europe.

Held in Paris Sept. 21-23, the seventh annual IT Forum drew close to 1,000 people, primarily CEOs, CIOs, marketing executives and country managers and European vice presidents of vendors based outside the region.

Attendees represented 35 countries, including some in Asia. More than 140 journalists covered the event.

"The IT Forum is a showcase event for IDC where we bring together the leaders of the IT industry and key end-users to discuss the digital future," said IDC President **Kirk Campbell**.

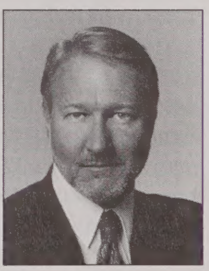
Speakers at this year's event in-

• CONTINUED PAGE 4 •

IDG Appoints Jim Martin CEO of Computerworld

IDG last week announced the appointment of **Jim Martin** to president and chief executive officer of Computerworld, Inc.

"*Computerworld* was created to help IT decision makers make informed buying decisions and has a long history of providing the most in-depth and objective coverage of the computer industry," said **Pat McGovern**, chairman and founder of IDG. "At a time when information systems are increasingly contributing to the effectiveness and economic success of organizations, Jim brings the strategic business sense, strong management skills and keen understanding of enterprise computing necessary to maintain *Computerworld*'s position as the premier source of information for IT managers."



MARTIN

"Every week *Computerworld* delivers award-winning news and analysis to over one million IT leaders covering all aspects of enterprise-wide computer and networking technology," said Jim

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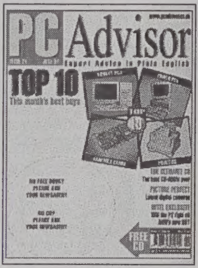
IN BRIEF

PC Advisor Gets Courtroom Gig



IDG Media's *PC Advisor* will soon have a rather unusual designation alongside its masthead and in its press releases: an official seal of approval by the British Association of Criminal Experts (BACE). It is the only PC magazine of its kind in the U.K. to receive one.

The magazine joins the official list of recommended reading matter upon which the U.K. criminal courts can reply for learned expert opinion. *PC Advisor* achieved a "three-star" rating in three different categories: Academic Opinion, Use as a Reference Source and Use of Plain English. Three stars is the highest level of rating for a non-forensic and expert publication.

The BACE has produced a code of practice to help its members gather computer evidence and opinion evidence in court. As approved reading matter, *PC Advisor*'s content was used to develop the code of practice and will be a reference to answer ongoing questions about extracting data from computers.

PC Advisor is the U.K.'s fastest growing PC business magazine and promotes the tagline "Expert Advice in Plain English" to all PC users and buyers. Launched in September 1995, its circulation is now in excess of 120,000 copies monthly.

CIO Korea Backs Plan to Establish Government CIO Posts

At the urging of *CIO Korea*, Korea's Ministry of Information and Communication of Korea is recommending that Korean President Kim Young-Sam back the idea of governmental CIOs in various Korean agencies to improve IT efficiency and advance each ministry or agency's IT efforts as a whole. Currently this is handled by disparate divisions within each ministry.

"We welcome the government's plan. Since the first issue of *CIO Korea* in December of 1996 we have continued to report on the U.S.' Cohen Act, which reformed the U.S. federal government's IT structure," said **Richard Kim**, publisher of *CIO Korea*. "We will continue to support the establishment of public CIOs through various methods, including conferences and meetings with corporate CIOs."

According to Kim, there are a couple of hurdles to the plan. He claimed it will be difficult to recruit public CIOs from the private sector and the Korean government has plans to reduce the size of the government, which could make it hard to justify the new positions. However, the Ministry of Information and Communication said it will cultivate internal staff members to be public CIOs and draft new laws to give enough power to the public CIOs, although little forward motion is expected before the presidential election next month.

MARTIN

continued from page 1

Martin. "This is a unique publication as well as a powerful brand which is firmly rooted in the history of our industry. Our on-going focus is to stay on top of current and future technology and its impact on our readers' businesses. The many talented people at *Computerworld* have only one clear mission: to make our readers successful and keep our advertising customers delighted. I look forward to this exciting opportunity, and I will work closely with our team to further expand the successful *CW* franchise."

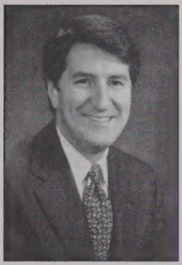
Martin succeeds **Mike Rogers**, a five-year IDG veteran, who has taken on responsibility for a new project in development at IDG.

For the last three years, Martin has served IDG as president and CEO of InfoWorld Media Group in San Mateo, Calif. IDG will appoint a new CEO for InfoWorld Media Group shortly; meanwhile, *InfoWorld* will be managed by its current senior leadership team, including Editor-in-Chief **Sandy Reed** and Publisher **Steven Moylan**. Responsible for day-to-day operating decisions will be **Pat Crotty**, the company's senior vice president and operations director.

Martin joined IDG in 1984 as associate publisher and director of marketing and sales for *PC World* and *Macworld*. At one point, he served simultaneously as publisher of *PC World*, *Macworld* and *Publish*. He joined *InfoWorld* in October 1994 as president and CEO after serving for eight years as president and CEO of IDG's Macworld Communications. While at *Macworld*, Martin inaugurated IDG's first Global Product Support Center in 1989. At *InfoWorld*, Martin was an active member of the Operating Review Board for *Computer-world*, and he also serves on the operating board of many other IDG businesses, including IDG Marketing Services, IDG Books, GamePro Media Group and CIO Communications. In 1991 he received the IDG Chairman's Cup, the highest recognition given each year for overall management excellence among all IDG business unit managers worldwide, and he is the only two-time winner of IDG's Entrepreneur of the Year award, winning in 1989 and 1997.

Prior to joining IDG, Martin worked at Ziff-Davis Publishing on *PC Magazine*, *PC Tech Journal* and *Digital Review* in a variety of executive advertising positions. He also held regional and national advertising sales positions at *Golf Digest* and *Tennis* magazines as well as serving as regional advertising sales manager of *Playboy* magazine.

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q With all the recent success of *InfoWorld*, are there plans to make us a serious international product line?

A Our product line of weekly newspapers reaching IT professionals worldwide is called the "*Computerworld/InfoWorld* Product Line" in all of our marketing materials and other communications to customers. And it is indeed a "serious" product line, with more than 50 different publications around the world, making it the only media vehicle for IT marketers that need to reach IS professionals in markets that account for 95% of global IT spending.

The reason we refer to the product line as *Computerworld/InfoWorld* is that, thanks to the IDG News Service, our newsweeklies outside the U.S. rely on editorial content from both publications to produce the most comprehensive editorial product possible. The U.S. market is large enough to support multiple publications, but that isn't the case outside the U.S. That said, there are many creative publishing approaches that match specific market needs. In Sweden, for example, their newsweekly is called *Computer Sweden* and it is published twice a week. In the Netherlands, their newsweekly carries the name *InfoWorld.* In Argentina, the newsweekly is called *Computerworld* but carries a section called *InfoWorld.* The brand and publishing strategy can be localized; however, what is consistent around the world is maintaining the highest editorial standards and the highest audience quality. This way, along with our other global product lines, we can confidently market IDG's ability to reach the most influential buyers in every significant market.

IDG has entered into a number of ventures lately with companies that have been our major competitors: a joint venture with Ziff for *Macworld*, producing Comdex (a Softbank product) in China and now producing Internet World in Japan with Mecklermedia. Why are we making these kinds of alliances? Aren't we compromising our independence?

The phrase that is often used to describe this corporate strategy is "co-opetition." That is, we vigorously compete with all the companies you mention, but we also can cooperate with them when it is in our mutual interest. We are making these kinds of alliances because they help serve customers better, and they help enhance our profitability and, in turn, our corporate value.

It is interesting to note that in all the cases you mention, our competitors were interested in partnering with IDG because of our strong position, whether it be the strength of the *Macworld* brand name, the strength of our market presence in China, or the strength of our show operation team in Japan. Alliances like these help IDG's position as providing the broadest and most complete global portfolio of marketing services for technology companies.

None of these alliances threaten our independence or operating style, since we would never contemplate an alliance that would do so. And IDG's business units may indeed decide to do more of these alliances as they pragmatically consider the best way to serve customers, expand their market, and grow their profitability.

I hear IDG is not going to have a booth at Comdex this year. Does this have anything to do with Softbank's purchase of Comdex? How do we maintain a high profile in the industry — particularly as we plan the launch of *Solutions Integrator* at the show — without a booth?

The U.S. publications that have traditionally exhibited at Comdex have found that Comdex attendance has deteriorated over the years in quality, thereby lowering the return on investment of our exhibiting there. Keep in mind that we serve two customers: readers and vendors. A trade show booth is mainly oriented toward readers: trying to acquire new subscribers and build the publication brand. The specter of continued investment in a booth when the audience was deteriorating is what led our publication managers to withdraw support for a large booth on the show floor. It was this business rationale, not the show's ownership, which influenced their decision. On the other hand, the IDG Comdex Cafe, which serves our vendor customers, is considered to have good return on investment, since vendors are still attending Comdex (albeit with increasing reluctance!) and we are able to offer a comfortable cafe where substantive meetings can take place off the show floor.

I've noticed that IDG.net contains almost exclusively U.S. content. This doesn't seem an effective way to showcase one of IDG's greatest strengths: our global reach. Is this a concern?

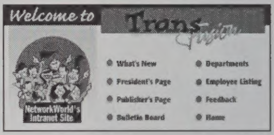
While IDG.net does aim to spotlight IDG's global reach, the first incarnation of IDG.net is a primarily U.S. version, aimed at the U.S. market. True to IDG's philosophy of "thinking globally, publishing locally," IDG.net will aim to be as focused as possible in delivering regionalized, and even localized, versions as the product expands. For example, the rollout plan over the FY98 fiscal year includes an Asia-Pacific (English) version, which will be introduced within six months, and editions in Spanish, German and other languages, which will be launched as the IDG content pool available in these languages becomes sufficient to support new editions.

The search tool is one area in which IDG.net already showcases IDG's global reach. Search covers every IDG site, in every country. Users can segment their searches regionally to access the breadth of IDG offerings. Over the coming months, IDG.net's search function will be enhanced to reinforce our global strength, and to enable promotion of the search tool outside the U.S. as a separately branded product.

TransFusion Pumps Up Information Flow at NW

Company's intranet fosters information sharing and cross-departmental collaboration

MICHAEL DRAPER OF NETWORK WORLD'S IS DEPARTMENT CALLS THE *development of the company's intranet a "real team effort." Pictured with Mike are* ***Anne Nickinello****, digital imaging manager (back row) and* ***Debi Vozikis****, imaging specialist (front left), both of whom have been very involved in the site design. Senior Global Marketing Manager* ***Joanne Wittren*** *submitted the winning entry in an IS-sponsored contest to name the site. Her name, TransFusion, plays off the company's Internet site, Network World Fusion (http://www.nwfusion.com).*



Network World employees will soon have lots more information on their desktops and lots less paper to shuffle thanks to a corporate intranet developed by the company's IS department.

Conceived as a grassroots movement to help bring the far-flung Network World community together — the Framingham, Mass.-based company has approximately 30 editorial and sales employees in offices around the country — the project has evolved into a central repository for company information that will contain everything from the dates of the next monthly company meeting to sales and marketing collateral materials, Human Resources forms, organization charts and production schedules. The site, which will be continuously updated, will also offer employees a means of sharing information amongst themselves and foster collaborative efforts.

"This has been a real team undertaking," noted **Michael Draper**, *Network World* vice president of IS. "We looked to the rest of the company for input on the intranet and were overwhelmed with responses and ideas." Draper said the plan calls for each department to maintain and update its own section on the site with the IS department providing the infrastructure, tools, training, guidelines and support needed to keep the site functioning.

The site, known as TransFusion, aims to improve the overall flow and quality of employee communication, provide a central repository for managing and distributing departmental and corporate information and provide employees with a one-stop approach to obtaining the latest news and information regarding *Network World* activities. It is password protected and accessible anytime from any location (home, office or hotel) by Network World employees. Draper said his group would be adding a variety of security schemes to increase security as more and more company-sensitive information is added.

"Developing a corporate intranet was a natural and quite obvious step for us to take," said **Colin Ungaro**, president and CEO of Network World. "TransFusion will allow us to more efficiently distribute information, of course, but more importantly it will allow employees to share ideas and collaborate more effectively, becoming more productive in the process.

"We want to utilize the varied talents we have in-house as much as possible and make the resulting information available to everyone. We're going about it the right way, in phases, to ensure the site will be well managed and secure." 🖳

IDC

continued from page 1

cluded Robert Palmer, chairman and CEO, Digital Equipment Corp.; Gerhard Schulmeyer, CEO, Siemens-Nixdorf; Jeff Papows, president, Lotus Development Corp. and Jim Barksdale, president and CEO, Netscape.

IDC senior staff who took to the stage to share research findings and moderate panels were **Roberto Masiero**, IDC Europe; **Chris Fell**, **Philippe de Marcillac**, **Doug McLeod**, **John Gantz** and **Gigi Wang**, IDC U.S.; **Simon Pearce**, IDC U.K. and **Eric Ochs**, IDC France.

Agenda items included IT market overviews of Europe, the U.S. and Asia; IDC research on Internet technologies and markets; profiles of successful European IT companies; IT distribution channel trends; electronic commerce; software technologies and applications for the year 2000.

Twelve corporate sponsors participated this year, including Cisco Systems, IBM, ICL and Novell.

Microsoft Chairman Bill Gates has already been confirmed as a speaker at next year's IT Forum, which will be held in Paris Sept. 6-8. 🖳

IDG
INTERNATIONAL DATA GROUP

Job Opportunities
Monday, November 10, 1997

TECHNICAL SUPPORT SPECIALIST (CW)

We are seeking a creative individual to join our emerging customer technical support team. Qualified individuals will have the equivalent of 3 years experience in a help desk or customer support role. A working knowledge and experience in Visual Basic and Windows NT is expected. Knowledge of SQL server, database and web exposure would be an added plus. For the right individual, this position offers significant career growth opportunities into management in a dynamic, high profile environment. ***Location: Framingham, MA***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

LIBRARY ASSISTANT (IDC)

The selected candidate for this administrative assistant position will be responsible for filing, distributing mail, photocopying, data entry, and various special projects for the library in the Framingham office. This individual should have 2 years of office experience, excellent interpersonal and communication skills. Previous exposure to libraries would be ideal. ***Location: Framingham, MA***
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

INDUSTRY RESEARCH ASSISTANT (IDG/RSCH)

You will assist in all phases of secondary research and analysis including: gathering and searching for information on IT industry vendors, products, and markets; organizing library and information resources; creating charts and page layouts; maintaining databases; other administrative duties as needed. Ideal candidates should be detail oriented and possess strong computer skills. Familiarity with Word, Excel, Deltagraph, PageMaker, and the internet required.
Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

EXECUTIVE EDITOR & TEST CENTER DIRECTOR (IFW)

InfoWorld's Executive Editor and Test Center Director creates a vision and executes a strategy for delivering high-value, testing-based information and product recommendations to IFW's readership. The EE/TCD sets clear expectations for Test Center Comparisons, Test Center Analyses, and Product Reviews sections and sees that the staff delivers measurable results. Requires 7-10 years of management experience, preferably in a publishing or creative environment; strong understanding of or experience with enterprise technologies, including networking, application development and cross-platform environments; excellent written and verbal communication skills. ***Location: San Mateo, CA***
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: sara_barnes@infoworld.com

SALES ASSOCIATE (IFW)

InfoWorld is seeking a Sales Associate who will provide support in our San Mateo office for a Regional Sales Manager. Working as part of a team, you will maintain sales/prospect databases, analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Manager. In this fast paced competitive environment, an ability to work independently as well as part of a team are important. Computer skills: Word, Excel, and PowerPoint are necessary. ***Location: San Mateo, CA***
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

EVENTS MANAGER (IMS)

Oversees the development and execution of IDG's US-based conferences and events including the IDG Global Summit. 3-4 years events experience preferred. Ideal candidate should have outstanding project management skills and enjoy traveling. Good communication skills and strong attention to detail required. College degree required. Travel required.
Location: San Francisco, CA
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

SR. COPY EDITOR/COPY EDITOR (2) (MAC PUB)

This candidate will copyedit and proofread manuscripts and design pages for house style, accuracy, format, consistency, clarity, grammar, syntax, spelling, and punctuation. He/she will go over queries with editors, and enter changes using Word or QuarkXPress files. This position requires a minimum of 2-3 years of copyediting and proofreading experience, a good working knowledge of "The Chicago Manual of Style," proficiency with MS Word and QuarkXPress, and the ability to work well under pressure and to meet deadlines. ***Location: San Francisco, CA***
Contact: C. Breen, Fax: 415-442-0766, Phone: 415-975-2272, Email: claire_breen@macworld.com

SALES ASSISTANT (NW)

Network World is looking for a Sales Assistant to provide support for two district sales managers and an Account Executive in our Framingham office. Responsibilities include providing excellent customer service to advertisers and ad agencies; preparing sales proposals on Microsoft Word and PowerPoint; gathering marketing and competitive research from the Web, Lexis/Nexis and other resources; generating reports in Excel; maintaining client database in ACT!; and providing general administrative support as required. To join our team, you must have excellent written and verbal communication skills, be a quick learner, demonstrate initiative and work cooperatively with other Sales Assistants within the cooperation. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

NATIONAL AD DIRECTOR (PC GAMES)

PC Games (relocating to San Francisco), seeks a highly innovative, creative, resourceful hands-on professional with 5+ years progressively responsible sales management experience in consumer ad sales (preferably within the computer entertainment field) with leadership expertise to develop innovative sales strategies and direct our successful sales team in a fast paced exploding industry. Excellent communication, management and entrepreneurial skills are a must. Well-established contacts and interest in the computer game industry a definite plus. Reporting directly to the President, this position is a strategic part of the business unit team and has great career potential. As a division of IDG, we offer an excellent comp and benefits package. ***Location: San Mateo, CA***
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@gamepro.com

ACCOUNT MANAGER, PCW OSG (PCW OSG)

The Sales Account Manager will be responsible for staying close to the customer by establishing and maintaining client relationships, developing new business, and selling online advertising products across a national territory. The person will pursue all online advertising revenue opportunities through creative and imaginative sales techniques and will be expected to meet or exceed revenue and market share objectives. Working closely with the Director of Sales and drawing on Marketing and Research assistance as required, will identify and target potential clients, stay current with competitive, market, and industry information, develop general positioning and pricing strategies and create and present advertising products optimized for the online marketplace. The Sales Manager will travel extensively, make a minimum of 7-10 in person sales calls per week and at all times be expected to uphold the highest ethical standards of professional conduct and maintain consistent performance in fulfilling OSG's client service and advertising sales objectives.
Location: San Francisco, CA
Contact: D. Templin, Fax: 415-442-1891, Phone: 415-267-4508, Email: diane_templin@pcworld.com

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Places to find a complete listing of job opportunities across IDG:

- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - East Coast: 508-935-4406 PC World, Macworld, Publish Hotline: 415-978-3100**
- **The World Update on the last Monday of every month.**

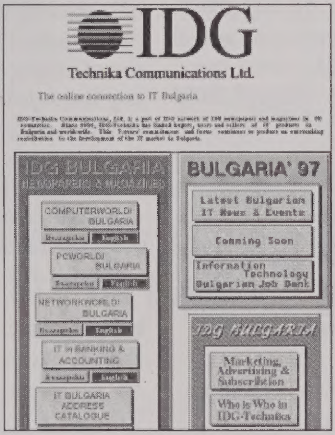
IDG Bulgaria Site Offers Lesson in Low-Cost Development

Site's initial goal is to promote IDG Bulgaria; generating revenue will come later

IDG Bulgaria has joined the burgeoning ranks of IDG business units hosting Web sites. The site (http://www.id.bg) went live on Sept. 25 after just one month of development and a minimal investment of resources.

With a small local IT market, an even smaller Internet market and limited money and personnel to devote to the project, the company's near-term goals for the site are modest: to promote IDG Bulgaria, its products and the IDG name to the local and international markets. Using the site to generate advertising revenue will come later, according to IDG Bulgaria General Manager **Tatiana Hinova**.

Hinova sought guidance from colleague **Mihaela Gorodcov**, general manager of IDG Romania, whose site (http://www.kappa.ro/idgro) was launched in a similar market under similar constraints. The key, according to Gorodcov, is a small investment in a short amount of time. "It's important to understand that the site's first goal is to promote the business unit, product lines and IDG, and, after the site is live, to build momentum from the site's existence and then move into an ad-based model," she explained.


IDG
Technika Communications Ltd.
The online connection to IT Bulgaria
IDG BULGARIA
NEWSPAPERS & MAGAZINES
COMPUTERWORLD/ BULGARIA
English
PCWORLD/ BULGARIA
English
NETWORKWORLD/ BULGARIA
English
IT in BANKING & ACCOUNTING
English
IT BULGARIA ADDRESS CATALOGUE
BULGARIA' 97
Latest Bulgarian IT News & Events
Comming Soon
Information Technology Bulgarian Job Bank
IDG BULGARIA
Marketing, Advertising & Subscribtion
Who is Who in IDG-Technika

"With an initial site promotion model, you don't invest in hosting, space or staff. The goal is to develop the site at a nominal expense, using resources you already have," Hinova said, noting that the initial online team consisted of the editors in chief of *PC World* and *Computerworld Bulgaria* plus an ad manager from *Computerworld*. Site design and technical work was contracted out.

The site, which has reported more than 520 visitors since its launch, is currently leveraging its in-house resources, using information that is already available in its print publications. Editors also prepare some original content for online use, which can then be used in print. Although few staff members are working on the site daily, the project does involve the participation of all the editors in some way to prepare for the full integration of online with print.

The homepage is divided into three sections: an editorial section dedicated to IDG Bulgaria's product lines, vendor-related information and general IDG branding material. Portions of the site are offered in English.

Editorial Content

This portion of the site includes original online IT news (http://www.idg.bg/latest.htm) and the current issues of *PC World* (http://www.idg.bg/engpcw.htm) and *Computerworld Bulgaria* (http://www.idg.bg/engcw.htm). An editorial calendar, a "tips and tricks section" and an archive of back issues is also available. There is also an area offering subscriptions to both magazines. A job bank is also live on the site, with employers paying a fee to run their recruitment ads.

Vendor Information

This section offers information on how to advertise in both print and online. A small revenue stream is generated from an Online Buyers Guide, which offers cross-link opportunities to a vendor's site, and an online catalogue of local software products. The former requires a one-month commitment, the latter a six-month listing.

IDG Branding

Finally the site offers a section promoting the global IDG family. Each page contains links to IDG.com and provides readers with information about the company and IDG sister sites around the world. By highlighting the quality and quantity of IDG publications around the world, IDG Bulgaria elevates its own status as a member of the IDG family.

The site is hosted by a local Internet service provider, free of charge in exchange for trade advertising in both *PC World* and *Computerworld Bulgaria*. While no ad sales have yet been recorded, the site is currently generating a modest revenue stream through its IT company listing, software catalog and job bank. The company hopes to sell standard online advertising banners within six months, according to Hinova.

In the future, IDG Bulgaria plans to cross-link with other Bulgarian sites. A revenue stream from custom-sponsored e-mail newsletters is also planned. The distributors will pay for the newsletter, and a new hire may be planned for this editorial addition.

For more information contact Tatiana Hinova, IDG at idg@mbox.digsys.bg.

BULGARIAN 'NET MARKET

At recent count, there are 120,000 online users now in Bulgaria, with a large majority among university students (online connection costs much less through the university).

Bulgarian telecom/phone lines are expensive, and after three minutes a local call increases to a long-distance rate. Through a university, however, usage is free of charge.

There are 130 Web sites in Bulgaria, half of which are based/hosted in the U.S., because the rent to host the server is less expensive; however, the connection time to Bulgaria is much slower.

Bulgaria receives a large portion of its traffic from the U.S. and abroad, as there is a massive emigration of IT professionals from Bulgaria.

NOTEWORTHY

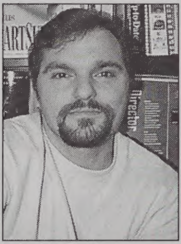
PROMOTIONS

PHILLIPS

Computerworld's marketing department recently promoted four of its employees. **Elizabeth Phillips** has been promoted from senior marketing manager to marketing director. An 11-year veteran of *CW*, she will increase her involvement in the planning and execution of all the "big picture" marketing communications for *CW*, including direct mail, trade advertising and public relations.

THAXTER

Sue Thaxter moves up from marketing manager to sales development manager. She is now in charge of developing tactical sales tools and incremental business, including category sales strategies, a merchandising program and pitching *CW*'s top-20 $500,000-plus advertisers. Also an 11-year *CW* veteran she is halfway through an M.B.A. program.



BRILLON

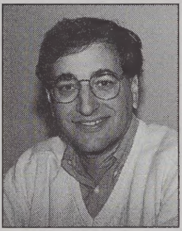
Senior Designer **John Brillon** is the department's art director, chief designer and style arbiter. He will manage the *CW* marketing design group, initiate and supervise graphic development of all external communication projects. He is also involved in the redesign of the Web site, @Computerworld.

DALE

Stuart Dale moves a rung up the *CW* ladder from senior marketing specialist to marketing manager (events). Following his work on the successful Micro Focus breakfast seminar series, he will devote his time to developing more custom seminars, working to pull together programming and pricing on events that bring *CW* readers face to face with its advertisers.

NEW EMPLOYEES

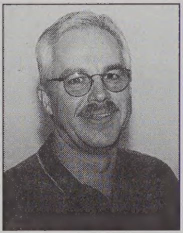
IDC Japan welcomes Analyst **Kimura Michito**, who will be working in the Component Semiconductor Group. He is originally from the "friendly and open-minded city of Osaka."



ROSE

IDG WORLD UPDATE

Mitchell Rose has signed on at IDC as a vice president/information technology. He comes to post from SilverPlatter Information where he managed the firm's IT and operations. He has a B.A. in economics from Brandeis University and an M.B.A. from Bentley College. Outside the office his wife and children, Jeremy and Emily, happily take up his off hours.

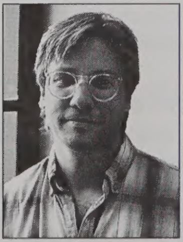


GETZ

IDG WORLD UPDATE

IDC welcomes **Christopher Getz** to the fold as a senior account executive in sales. Prior to joining IDC he worked as national accounts executive at Forrester Research. He has a B.A. in biological sciences from Southern Illinois University and enjoys aquariums, motorcycles and being a parent.

Mark J. Manning has enlisted with IDC as an East Coast account executive/growth accounts, coming to the Corp. from the Corps — the U.S. Marine Corps — where he was an infantry captain. He has a B.S. in electrical engineering from the University of Notre Dame and fly fishes for R&R.



BIELSKI

IDG WORLD UPDATE

Vince Bielski has joined *PC World* as an associate editor on the notebooks beat. He was previously a senior editor with *SF Weekly*. He has a B.A. in philosophy from James Madison College of Michigan State University and enjoys jazz piano, kayaking and writing in his spare time.

Rebecca Lewis recently joined IDG Marketing Services/Europe/Middle East/Africa as a strategic planning executive and will provide IT research support to various IMS teams. She will also be involved in the new Wave 8 study, which will focus on marketing issues related to the small- and medium-enterprise market. She is a Management Sciences graduate from UMIST in Manchester, England, and has spent the last six months 'doing a Palin' (a.k.a. traveling around the world).

RETURNING EMPLOYEES

HEMSATH

IDG WORLD UPDATE

IDG Marketing Services in San Francisco has hired **John Hemsath** as a director of national accounts. Previously the director of impact marketing for *InfoWorld*, he left there to work for Inquiry.com, a small Internet start-up firm. He has a B.S. in chemistry from San Jose State University and golfs, gardens, cooks and reads in his off hours.

TRANSFERS

Deena Patel has made the move from *PC Games* in San Mateo, Calif., to IDG Books in Foster City, Calif., and from production manager to quality control manager. She has a B.A. in fine arts from San Jose State University and coaches high school basketball in her off hours.

Rhonda Veloni is an account executive at IDC, based in Mountain View, Calif., who is charged with selling to the end-user community in Southern California, Arizona, New Mexico, Texas, Oklahoma and Louisiana. She previously worked with IDC's Global Accounts group as an accounts supervisor.

All business units are welcome to send information and photos for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Karen Weston - IDC

TWELVE YEARS
Fernando Rodriguez - IDG Spain

ELEVEN YEARS
Jose Luis Diaz - IDG Spain
Sergio Saenz - IDG Spain

TEN YEARS
Karin Lorenz - Computerworld
Susana Gomez - IDG Argentina

NINE YEARS
Harvey Diamond - PC World

EIGHT YEARS
Sandy Wong - PC World
Marco Bertolotti - IDG Italy
Yuen Yeh - InfoWorld

SEVEN YEARS
Charlie Piller - PC World
Don Seay - Network World
Siobhan Santinelli - InfoWorld
Oliver Lawrence - InfoWorld

SIX YEARS
Elizabeth Freedman Girioni - IDC
Lynn Levasseur - IDG
Steve Moylan - InfoWorld

FIVE YEARS
Paul Arabasz -IDC
Laura Nurzynski - IDC
Gisle Orlund -IDG Norway
Elizabeth Dougherty - Mac Publishing
Jeffrey Symoens - InfoWorld

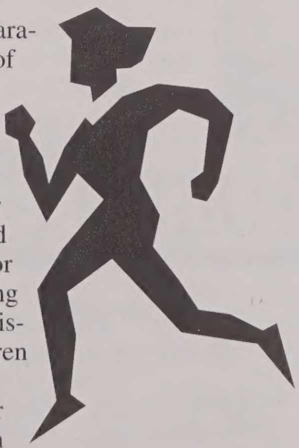
FOUR YEARS
Richard Heiman - IDC
Lauri Jones - IDC
Marc Ferrante - IDG News Service
Barbara McDonald - Web Publishing
Adam Gaffin - Network World
Geoff Tan - IDG Singapore
Barbara McDonald - Web Publishing

THREE YEARS
Keren Seymour - IDC
Rona Shuchat - IDC/LINK
Seana Dowling-Guyer - IDC
Lyndsey Pomella - IDG
Eric Sheppard - IDG Research
Gilberto Manresa - IMS Latin America
Susan Montgomery - CIO
Julian Milenbach - PC World
Jocelyn Ritchie - PC World
Stacy Collins - IDG Books
Silvia Cardinale - IDG Italy
Minna Schmidt - LTI/Canada

TWO YEARS
John Brown - IDC
Deidra Massenberg - Network World
Johanna Bader - IDG Books
Mark Bourgea - IDG Books
Lenora Chin Sell - IDG Books
Stephanie Dere - IDG Books
Rich Chakoff - IDG Books
Patricia Hyde - Computerworld
Fay Harward - IDG U.K.
Niall McKay - InfoWorld
Thuy Duong Le - InfoWorld
Laura McCaghey - InfoWorld

ONE YEAR
Wolfgang Schlichting - IDC
Mario Morales - IDC
Mary Gallagher - IDC
Laura Brehm - IDC
Jill Cleary Bronwen - IDC
Mark Ventre - FCW
Kerry Grady - CIO
Murielle Humbert - ETS
Carrie Keevan - ETS
Joanne Robb - PC World
Denise Pappalardo - Network World
Paul Lee - Network World
Jean-Olivier Holingue - Network World
Terrance Broadnax - IDG Books
Alexa Landmann - IDG Books
Linda Cook - IDG Books
Nicole Leclerc - IDG Books
Sarah Speake - IMS/EMEA
Mike Thomas - InfoWorld
Kevin Ebmeyer - InfoWorld
Eric Hammond - InfoWorld
Jean-Luc Chekroun - IDG France
Vincent Huygues - IDG France
Jérome Munier - IDG France
Véronique Robin - IDG France

Marathoner Seeks Help Raising Funds for Cancer Cure



IDG Books Marketing Promotion Specialist **Sally Huchingson** will be running in the Honolulu Marathon on Dec. 14 as part of the Leukemia Society of America's "Team-in-Training" program, and she could use your help. Her goal is to raise $2,700 for research aimed at finding a cure for leukemia and other related diseases.

Sally said it's been a big challenge to train for her first marathon, but she's motivated because she's had a chance to spend time with the boy in whose honor she's running. Four-year-old Allejandro is recovering from acute lymphocytic leukemia, one form of the disease that is the number one cause of death in children between ages one and 14.

The Team-in-Training program provides a mentor for each group of five or six people to show them how to prepare to run the 26.2-mile race. Sally's group is one of five hundred participating in the marathon on behalf of the Leukemia Society.

If you would like to contribute to Sally's fundraising efforts, contact her at IDG Books' Foster City, Calif., office at e-mail shuchingson@idgbooks.com.

OFF LINE

It's that time again!

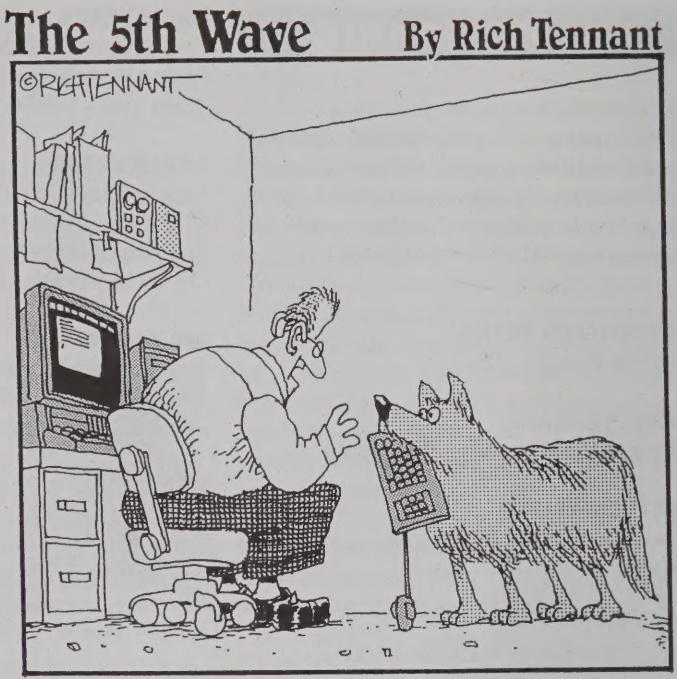
Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, Dec. 9.

Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* key chain or pencil sharpener.

Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)

Have fun!



IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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Volume 27, Number 46 November 17, 1997

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PAGE 2

NEW BUSINESS UNIT LAUNCHES GAMESTAR IN GERMANY'S FAST-GROWING GAMES MARKET
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IDG JAPAN'S BASEBALL SQUAD PROVES THAT CLOTHES DON'T MAKE THE TEAM
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Books Buys Holt High-tech Imprints

Move called 'strategic' in consolidating industry

Stop the presses, and rework the covers, too! IDG Books Worldwide, Inc. last week signed a letter of intent to purchase MIS: Press and M&T Books from New York-based Henry Holt Publishers for an undisclosed sum. Final terms of the agreement are expected by the end of the month.

IDG Books President and Publisher **Steven Berkowitz** said the acquisition was a strategic move in an industry that is seeing more and more consolidation. "MIS: Press and M&T Books produce well-written books and series that are in keeping with our publishing high-quality editorial content.

"It's often cheaper to acquire a press than it is to start a new line yourself," Berkowitz continued. "And with this we get to acquire shelf space in a very competitive marketplace as well. Their fundamental content is strong, but their marketing is weak, and they couldn't compete in the market any longer. The cost of doing business has gone up drastically in the past three years, so this move allows us to take their existing content and strengthen it. We can take our economies of scale, distribution, marketing, sales and production

• CONTINUED PAGE 5 •

IDG Media Teams with Sponsors for Relaunch of Two Magazines

The WEB, *Parents & Computers* expand advertiser relationships

Coinciding with the relaunch of two of its magazines, IDG Media in the U.K. has taken a creative approach to enhancing revenue and expanding its relationship with advertisers.

The business unit has created sponsorship opportunities with two companies: British Telecom (for *Parents & Computers*) and Internet service provider ZetNet (for *The WEB*). "These sponsorships represent a significant move for us," said **Elaine Prescott**, sales and product development director for both publications. To her knowledge, no other IT publication in the U.K. has done anything similar.

IDG MEDIA
in association with
ZetNet
internet service

"We were looking to establish new revenue sources and also show advertisers there's so much more we can offer them [besides ad pages]," she explained. Prescott drew on her experience working in sales for national and local newspapers, where alliances with companies are occasionally forged to boost circulation.

Sponsors sign a contract with IDG Media. ZetNet is on board for a 12-month term, while British Telecom has signed on for three months. In return for a hefty fee, the sponsor gets front cover branding: a relatively small logo preceeded by "in association with" under the title of the publication. The sponsor also has a designated number of pages, usually between two and four per issue, that can be allocated to ads and editorial coverage of its products. IDG Media staff write the content, which the sponsor doesn't control.

"We didn't want readers to feel that there was a heavy sponsorship influence, so the editorial coverage is quite subtle," Prescott said. "There's information about the sponsor, but it's not heavy handed; there's a fine balance."

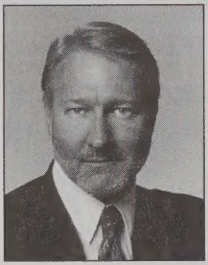
Both publications strive to present objective viewpoints. *Parents & Computers*, for example, invites celebrities to write reviews, and their opinions about BT's products have not always been positive.

IDG Media's benefits from sponsorships include not only increased revenue but also using the sponsor as a valuable source of information. They are sources for story ideas and give IDG access to their own clients. *The WEB*, for example, is querying ZetNet subscribers about what they like best about the magazine and how it can be improved.

So far, the sponsorship program has had only positive effects on ad sales, particularly for *Parents & Computers*. Advertisers have been impressed that a well-established, company like British

• CONTINUED PAGE 4 •

ON LINE



JIM MARTIN

The president and CEO of Computerworld is this week's columnist.

Last week, IDG veteran Jim Martin, most recently president and CEO of InfoWorld Media Group, was named president and CEO of Computerworld, Inc. This week he responds to a number of questions raised by the announcement.

Q Can you give us an assessment of *Comuterworld*'s current position in the market and the major challenges you and the rest of the staff face in the months ahead?

A There are some things I do know because I've served on Computerworld's operating review board for over a year and much more that I do not. For example, it is clear that *Computerworld* is a premier global brand recognized as one of IDG's most important assets. It has an extraordinarily powerful history as a publication that has chronicled the technology industry's momentous growth as it has become arguably the most dominant industry in the world. But what I do not know, I must learn. And fast. It would be pretentious of me to begin the process of creating the defining "vision" for *Computerworld* without listening to *Computerworld*'s associates, readers and advertisers. I think for all the flak that IBM's Lou Gerstner took for his "vision" statement at his very first press conference as IBM's new CEO, in hindsight he was absolutely right. It doesn't matter whether you are comparing IBM and *Computerworld*, the end result is the same. Assessments and challenges and vision...all those things demand that the process must be collaborative, inclusive, thoughtful and deliberate. I've often referred to my leadership style as a "fast-track concensus" process. That is, you must include all those constituencies and stakeholders who have a right to be heard in crafting a common vision, strategy and direction for the business...but, *you must do it fast* because the competition is out to eat your lunch while some companies sit around and ponder the mysteries of life. *Computerworld*'s team will be actively engaged in creating our defining vision for our future. Until then, it is better for me to simply say "stay tuned."

The *InfoWorld* staff was stunned by the news of your departure to *Computerworld*. Having engineered our remarkable resurgence and built *InfoWorld* into IDG's biggest and most profitable publication, isn't moving to a "legacy" publication a step backward for IDG's Entrepreneur of the Year?

Well, I'm flattered by the tone of the question because it implies that I personally engineered *InfoWorld*'s success. Nothing could be further from the truth. *InfoWorld*'s success came about because our entire team focused on the critically important fundamentals of publishing: delivering a high-quality editorial product to readers, acquiring the highest-buying power reader you can, and sustaining a differentiating strategy by investing in powerful marketing, creating innovative value-add benefits which help you to stand out from the hum-drum mud-slinging of competitors, and by excelling at customer-focused sales efforts. This winning formula, which does work for any publication and brand, not just *InfoWorld*, will be stressed at *Computerworld* as I begin meeting with the team and our customers over the next several weeks.

> *My leadership style is a "fast-track concensus" process. You must include all those constituencies who have a right to be heard....but you must do it fast because the competition is out to eat your lunch.*
>
> **Jim Martin**

Being selected as IDG's Entrepreneur of the Year while a member of the *InfoWorld* team doesn't run contrary to my decision to join the *Computerworld* team. In fact, it merely reinforces the fact that IDG celebrates entrepreneurialism in every business unit and in every country in the world. Whether it is *Macworld*, *InfoWorld* or *Computerworld*, I believe there is plenty of room for entrepreneurialism no matter the company's revenues and profits, the size of the team, or the longevity of the brand. "Legacy" doesn't fit the situation. *Computerworld*'s team will not focus on the past...it will focus on its future. No company has the luxury of resting on its laurels even if it has been tremendously successful for more than 30 years, so focusing on growing, prospering and being successful next year and the year after that requires that everyone in our company must stay agile, be flexible and invent new ways to win. The mindset required to stay vital, alive, nimble and growing is what it's all about.

Aren't there some competitive implications to your move? It was one thing when you moved from *Macworld* to *InfoWorld*, but now you're taking your inside knowledge of *InfoWorld* to one of our direct competitors. Aren't we at *InfoWorld* getting shortchanged?

I'm saddened to think that *Computerworld* and *InfoWorld* are considered "competitors" by those inside *InfoWorld*. That suggests that to win, one or the other of these tremendous franchises has to lose. That's just plain wrong. *PC Week* and *Information Week*, our most apparent competitors, deliver some $175 million in total revenue between them. The combined revenues of *InfoWorld* and *Computerworld* are about the same. So, it's clear that this does not have to be a zero-sum game. We cannot presume that our competitors are firmly entrenched, holding onto their 50% of the advertising dollars and can't be attacked — suggesting that the other 50% must be fought over by *InfoWorld* and *Computerworld*. The powerful, narrowly defined enterprise duopoly of *InfoWorld* and *Computerworld* can grow in incredible ways by not going after a single dollar secured by the other. The goal needs to be to find common ground for growing the collective share-of-mind among our readers and advertisers and energizing our joint selling efforts to take money off the table before our competitors even know that dinner was served.

If each publication has done its job well by appropriately defining its mission, its circulation strategy and the buying power of its reader, there is no reason in the world why these two publications will ever have to be viewed as competing for same advertising dollars again.

I have an incredible fondness for *InfoWorld*, and I believe I have the trust of those who remain at the company. So, let me say quite definitively that I will work with my successor, and with those on the *InfoWorld* team and with my new team at *Computerworld,* to help create the most awesome enterprise network selling combination in publishing, including our sister publications *Network World* and *CIO*. We can win together.

***InfoWorld* will be managed by a senior leadership team that includes Editor-in-Chief Sandy Reed, Publisher Steve Moylan and Senior VP/Operations Director Pat Crotty. I assume this is temporary until your replacement is hired. Why wasn't your departure delayed until a successor could be named?**

No matter how hard one tries to keep confidential information like this inside the company, the moment you begin to formally recruit someone from inside or outside the company as a replacement CEO the search will become public knowledge. Since the search process at *InfoWorld* could take 30-60 days, why even try to manipulate events so that one press release is put out announcing everything as a single package of changes? Unfortunately, these kinds of changes don't always have an elegance about how they are orchestrated.

The good news is that IDG has talented executives worldwide who are capable of running *InfoWorld.*

But, to put it into perspective, *InfoWorld* surpassed $90 million in revenue in FY97, and has grown revenue and profits by 50% over the last three years with 235 associates. With that kind of size and responsibility at stake, IDG is wise to make absolutely sure it has done the appropriate level of due diligence to make sure that the selected executive will have an appreciation for the IDG culture, fit into our entrepreneurial and no-safety-net operating environment, and have the leadership and commitment to take InfoWorld to the next level. In the best interests of its employees, its customers and its partners, IDG will take as long as necessary to put someone in place who will have every opportunity to succeed.

> *If [CW and IW] have done their jobs well by appropriately defining their missions, circulation strategies and buying power of their readers, there is no reason in the world why these two publications will ever have to be viewed as competing for same advertising dollars again.*
>
> ***Jim Martin***

The team at *InfoWorld* is very strong, so the company will not lose any momentum during the search. In fact, this same situation occurred in the early 1990s during the search for the team of **Bob Metcalfe** and **Jim Casella**, and then again in 1994 when the position opened up again prior to my arrival. In both cases, the company thrived in spite of having no CEO for several months (there's a scary thought for those of us in the CEO ranks!). The *InfoWorld* senior leadership team will participate in this process, and this job should be one of the easier ones to fill in our industry because *InfoWorld* is doing very well by virtually every measure.

Have you had any discussions with the Executive Committee regarding whether or not you might seek to recruit any other senior management staff from *InfoWorld* to *Computerworld*?

I fully adhere to the premise that IDG is an open-posting company, and I fully support that philosophy. If there are jobs open at *Computerworld* (and I don't know if there are because I haven't even started yet as of this writing), anyone from any worldwide IDG company is encouraged to apply. That happened at *InfoWorld* when I came over from *Macworld*, and it could happen again. By the same token, the process can also work the other way, too, as it has in the past.

At the end of the day, we all work for IDG. People can and should follow career opportunities that are right for them personally and professionally. That's just one of the reasons IDG is such an outstanding company. It doesn't attempt to pigeonhole or stereotype someone as belonging to any one business unit if new opportunities are more attractive within the company.

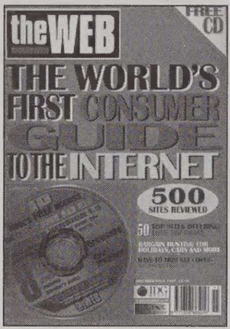
Will you be relocating to Massachusetts?

My wife and I will be securing a small place to hang our hats in the Framingham area for the times that we're there. As you know, you can't run a company from behind a desk because you need to be in the market meeting with customers and getting to know members of the *Computerworld* team in their offices all across the country, so the need for constant travel suggest that one's permanent residence can be just about anywhere these days even if not immediately close by the headquarters office.

Susan and I just moved into our dream house in the hills overlooking the San Francisco Bay within the last six months, and for family reasons we will not sell our home and relocate. I will be in Boston as often as I need to be, and overall I suspect my real "home" will be the inside of one of those metal tubes flown by the employee-owners of United Airlines.

The WEB Reappears in U.K. with Content for Users, Not Surfers

Touting itself as "the world's first consumer guide to the Internet," *The WEB* is intended for people who "use the Internet rather than just surf it." The monthly magazine from IDG Media in the U.K. debuted in late October with a print run of 30,000 and is sold mainly through large retail outlets. Its easy-to-read style is geared for Internet novices and aficionados alike.



the WEB

FREE CD

THE WORLD'S FIRST CONSUMER GUIDE TO THE INTERNET

500 SITES REVIEWED

IDG Media had originally launched *The WEB* in 1995 as a title appealing to readers with a more technical background. It ceased publication after eight bimonthly issues.

Earlier this year, IDG Media took another look at the Internet publications on the market and concluded that most of them seemed to be extensions of existing computer titles. "None of them were geared to the average person who had just bought a computer and had no idea how to connect to the Internet," said **Elaine Prescott**, sales and product development director for *The WEB*. "That's a big mass market we're appealing to."

Articles in the first issue of the new *WEB* included how to cut Internet costs, what kinds of travel information is available online, security improvements for online shoppers, how to buy a used car on the 'net and reviews of Web site design packages. A story on Yahoo!'s list of the top 200 search words (the vast majority related to sex) garnered extensive media coverage, including a six-minute feature about the article on BBC Newsnight, the leading news commentary program in the U.K.

Overall, the publication has generated much interest from the trade and general press as well as a slew of e-mails from enthusiastic readers.

With *The WEB* targeting a broad consumer base, Prescott would like to see advertising from non-IT companies (department stores such as Harrod's or catalog companies that sell clothing or kitchen equipment). She wants these companies to consider not just traditional product ads but ones that focus on the companies' Web sites. "This is a great opportunity for businesses to show people how to shop online," Prescott said. "*The WEB* is an ideal vehicle for companies looking at the Internet as a way to increase revenue."

Each issue of *The WEB* comes with a CD-ROM cover mount, a premium that's an integral part of trade and consumer magazines in the U.K. Items on *The WEB*'s CD-ROMs have included 10 free hours of Internet access, antivirus software, demos of porn blockers and, in January, a PC banking demo from Barclay's, a major British bank.

FERRY FREES FOGBOUND TRIO

Sales and Product Development Director Elaine Prescott spearheaded the sponsorship coups for *The WEB* and *Parents & Computers*, but not without some logistical problems. ZetNet, the sponsor for *The WEB*, is based in the Shetlands, a remote group of islands off the coast of Scotland that is home to 20,000 people and 10 times as many sheep.

Prescott, along with Editor-in-Chief Mike Cowley and Technical Editor Steve Gold, flew to the Shetlands to seal the deal with ZetNet. It was meant to be an overnight trip. Then the fog descended and the airport closed. Three days later the intrepid trio made their escape to freedom, huddled together on an overnight ferry that took 16 hours to reach the mainland.

"It was an experience, and one that I don't wish to repeat in a hurry!" Prescott said.

P&C Broadens Target Audience

Parents & Computers originally launched in 1995 as a quarterly publication. The new incarnation of the U.K. title appeared in late October as a monthly with a print run of 35,000.

Parents Computers

JOHN STAPLETON

Parents & Computers enjoys virtually no competition, but IDG Media decided to reposition the publication to allow for future growth. The earlier version was a niche product in a relative narrow niche: the content targeted parents of toddlers to 12-year-olds.

Now, *P&C* has broadened its appeal, with topics of interest to parents of children ranging in age from preschoolers to university students.

Other changes include increased use of celebrities for product reviews and as the subjects of features, and an expanded Hints & Tips section.

As with *The WEB*, a CD-ROM is included with each issue. The November *P&C* included two cover mounts: a medical encyclopedia and 34 demos of children's educational software.

IDG MEDIA

continued from page 1

Telecom is affiliated with *P&C*, and they want to be part of that relationship. Prescott has also fielded requests from other companies interested in becoming sponsors.

Asked if she had suggestions for other business units interested in publication sponsors, Prescott said "The key is marrying the sponsoring company with the profile of the magazine." After extensive research, she approached three or four companies for each magazine. "It's very much doing your homework and figuring out who fits in best."

For more information, contact Elaine Prescott at tel: 44-1625-878888, fax: 44-1625-869967 or e-mail: elainep@idg.co.uk.

IDG
INTERNATIONAL DATA GROUP

Job Opportunities

Monday, November 17, 1997

CEO/PRESIDENT (IFW)

InfoWorld Publishing Company seeks a successful publishing leader capable of providing a strategic sense of mission and the strong communication to motivate a diverse team of people. The individual will have exceptional skills in running all aspects of a computer publishing company including advertising sales, marketing, editorial, circulation, and operations areas. The successful candidate will have proven experience influencing and understanding both the computer publishing industry advertisers and readers. The individual must also have sound operational leadership running a publishing company of at least 50 million dollars and 200 employees. Requires a seasoned business/publishing professional with at least 15 years management and leadership experience. Location: San Mateo, CA
Contact: T. Mathews, Fax: 508-935-4600, Phone: 508-935-4710, Email: tom_mathews@idg.com

ACCOUNT EXECUTIVE (CHSG)

The Account Executives' primary goals are to increase revenues, yields and market share by developing existing 2nd and 3rd tier accounts while prospecting for new business. Successful Account Executives will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individuals in these positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should understand the dynamics of interpreting and responding to market share reports and other territory data and must be able to prepare and execute presentations and special promotions independently. 1-3 years of proven ad sales experience is required. Location: Rochelle Park, NJ
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

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Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

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The Account Executives' primary goals are to increase revenues, yields and market share by developing existing 2nd and 3rd tier accounts while prospecting for new business. Successful Account Executives will establish sales and service relationships with clients as well as influence media buyer/planner professional at ad agencies and customer advertising specialists/managers. The individuals in these positions will spend a significant amount of time prospecting new business and following up on sales calls. Candidates should understand the dynamics of interpreting and responding to market share reports and other territory data and must be able to prepare and execute presentations and special promotions independently. 1-3 years of proven ad sales experience is required. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

SALES ASSOCIATE (CHSG)

The selected candidate will provide multi-functional support to a Sales Manager. Responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination, and event planning. Ideal candidate is goal oriented, independent, extremely organized, and thrives in a very fast paced environment. This individual must possess a bachelor's degree, relevant experience, and a strong technological aptitude. Location: Rochelle Park, NJ
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

SALES ASSOCIATE (CHSG)

The selected candidate will provide multi-functional support to a Sales Manager. Responsibilities will include client service, sales intelligence gathering, production of graphics presentations, advertising coordination, and event planning. Ideal candidate is goal oriented, independent, extremely organized, and thrives in a very fast paced environment. This individual must possess a bachelor's degree, relevant experience, and a strong technological aptitude. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

INDUSTRY RESEARCH ASSISTANT, PART-TIME (IDG/RSCH)

You will assist in all phases of secondary research and analysis including: gathering and searching for information on IT industry vendors, products, and markets; organizing library and information resources; creating charts and page layouts; maintaining databases; other administrative duties as needed. Ideal candidates should be detail oriented and possess strong computer skills. Familiarity with Word, Excel, Deltagraph, PageMaker, and the internet required. This is a part time position, 15 hours per week. Location: Framingham, MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

DISTRICT SALES MANAGER (CW)
Computerworld has an opportunity for an experienced, creative, and highly motivated sales individual to sell multiple Computerworld products to major accounts and agencies in the South East. Candidates should possess a minimum of 5 years relevant sales experience within the high tech industry, have strong knowledge of our customer's business, and be PC proficient. Location: NJ/GA
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

OFFICE SERVICES ASSISTANT (CW)
The individual in this position will assist in the day to day operations of general office functions, such as maintaining the front office, mailroom, supply copy room areas, handling invoice processing. Other responsibilities will include answering incoming calls, greeting visitors, distributing and sending mail, maintaining schedules and general office administrative tasks. This person will act as back-up to the Office Services Administrator. Strong organizational skills, knowledge of word-processing/spreadsheet applications, good interpersonal skills and attention to detail are required. Internet experience is helpful. Candidates must have a valid CA driver's license and ability to lift up to 50 pounds. 2 years experience in office services is desirable. Location: Burlingame, CA
Contact: S. Allen, Fax: 508-879-3760, Phone: 508-820-8162, Email: sally_allen@cw.com

INTERN, PRINTERS (IDC)
The candidate in this part-time internship will be responsible for conducting market research using IDC resources and through discussions with industry contacts support IDC senior analysts and clients in the computer industry. Strong communication, writing, and computer skills are necessary. Individual should be familiar with MS Office products. Location: Framingham, MA
Contact: M. Engman, Fax: 508-935-4610, Phone: 508-935-4266, Email: idc_jobs@idcresearch.com

RESEARCH ANALYST, STORAGE (IDC)
IDC's Storage Group is looking for a Research Analyst to be responsible for the European and Worldwide market. Specific responsibilities would include: collecting data regarding the disk and tape storage system marketplace, updating the requisite database(s), responding to customer inquiry, insuring consistency of data between the European and Worldwide market views, writing IDC flashes, bulletins, etc. on events affecting the storage industry and participating in the data collection for custom research projects. The successful candidate should possess a strong understanding on research techniques and have excellent communication (oral and written) skills. Location: Framingham, MA
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

EXECUTIVE ASSISTANT (IDG/B)
Will be responsible for supporting the Senior Vice President and Group Publisher's office and for coordinating meeting, and organizing and distributing information and files. Will also perform research and help with special projects as they arise. Requires excellent attention to detail and communication skills, the ability to respond quickly and accurately to immediate requests, and team orientation. Location: Foster City, CA
Contact: T. Stuart, Fax: 650-655-3206, Phone: 650-655-3101, Email: cajobs@idgbooks.com

EXECUTIVE ASSISTANT - CEO (IDG/B)
Part-time assistance to the CEO in all phases of administration and general operation oversight of the CEO's office. Will serve as a contact for several departments, subsidiaries, and miscellaneous internal/external inquiries. Maintain database for communications and track all travel accounts. Will help schedule and arrange meetings. Computer literate with thorough knowledge of Word, Excel, PowerPoint, Email, and Quicken. Strong accounting and finance background helpful. Location: Foster City, CA
Contact: T. Stuart, Fax: 650-655-3206, Phone: 650-655-3101, Email: cajobs@idgbooks.com

R & D DEVELOPMENT EDITOR (IDG/B)
Working within project schedules and deadlines, this creative, "outside the box" thinker will research, collect, proofread, and analyze data; compile and present reports on findings; edit and proofread written material; and hire/manage outside consultants and vendors. Candidates must possess a BA/BS; strong research skills; exceptional trade and tech industry knowledge; a clear writing style; PC proficiency; excellent interpersonal and communication skills; and the ability to multi-task in a fast-paced, deadline oriented environment. Marketing/Brand Management and Product Development experience a plus. Location: Indianapolis, IN
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

ASSOCIATE EDITOR, REVIEWS (IFW)
InfoWorld's Test Center is seeking an aggressive section editor to oversee the weekly Intranet Product Section. Must be familiar with basic Web technology. At least one year of publishing experience is required. Editor will work with freelancers weekly. Must be well organized, a good communicator, and able to juggle many balls at once. Location: San Mateo, CA
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: sara_barnes@infoworld.com

REVIEWS EDITOR (PCW OSG)
Responsible for testing hardware and writing daily articles based on test results and first-hand observation and use of products. Serve as lead analyst on online reviews projects; develop consensus with editors on test implementation; communication with vendors about testing issues. Comprehensive knowledge of PC software, hardware, and networking products; excellent communication skills. Two to three years computer journalism experience required, preferably in reviews, and demonstrated ability to write clearly and concisely. Ability to learn new computer products and technologies quickly; familiarity with PC performance characterizations and testing procedures. Degree in computer science/info. systems or equivalent business computing. Web experience a plus. Location: San Francisco, CA
Contact: R. Glitman, Fax: 415-442-1891, Phone: 415-267-1769, Email: -NA-

Germany's *GamesStar* Off to Seriously Good Start

Hitching its star to the rapidly expanding German gaming universe, IDG's newest German subsidiary appears to have spawned a supernova.

The pilot issue of *GameStar*, launched last month by IDG Entertainment, moved into second place in the crowded German games publication market behind leader *PC Games* (which has no licensing relation to IDG's U.S. title) and both that and the November issue each sold 200,000 copies.

Ad sales for the first three issues have also scored well. There were 316 pages of ads purchased for the first three issues. The 300-plus-page December issue, which hit the stands in early November, will have more than 142 ad pages.

Stephan Scherzer, *GameStar* publisher, is upbeat about his publication's results. "[*GameStar*] is a winner. The sales figures for the pilot issue and the excellent level of advertisement business speak for themselves," he said.

"*GameStar* is well on course to corner the No. 2 slot in the market for game magazines right from the word go. Over the longer term, we are backing *GameStar* as yet another market leader."

GameStar
Jedi Knight
Tomb Raider 2
Age of Empires
Civilization
Vollversion: Civilization

Three-quarters of *GameStar*'s readers are under age 29. The heaviest concentration — 38% — is in the 15 to 19 age bracket.

IDG Germany did not publish any gaming magazine prior to *GameStar*, according to Scherzer. "Right now, the market here is exploding," he said. "You can reach a 250,000 to 300,000 circulation right from the start."

Scherzer said that in order to differentiate *GameStar* from Germany's *PC Games* "we integrated a very strong hardware section."

IDG BOOKS

continued from page 1

and prove to the retailers that these lines are still worthy of shelf space, which in turn comes back to IDG Books and provides us a faster way to reach No. 1. We hope to make this a $10-million to $20-million revenue stream in the next 18 to 24 months."

With recent titles from *Graphical Applications with Tcl and Tk* to *AOL Keywords*, MIS: Press and M&T publish books for a range of skill levels, including high-level programming books to the introductory Teach Yourself and ...in Plain English series, which IDG Books will continue to publish. The two presses published about 80 titles in 1997, and IDG Books plans to expand and reposition their publishing list for 1998.

"We're very excited to get their "Teach Yourself" brand," Berkowitz said. "It has a different learning method than anything we do now. MIS: Press has a very good computer upgrading line, and M&T has very strong programming books and a strong author base."

IDG Books Director of Public Relations **Mimi Sells** said, "We bought the whole ball of wax, backlist and all," a backlist being a publisher's books that continue to sell even though they are no longer new. "We are purchasing all of their imprint names, brands, trademarks and assets for their computer presses."

Regarding any duplication among the three publishers' lists, Sells said, "We all write books on the same topics. The same book may be written a lot of different ways, but if there's a clear market for those books then there's no overlap." She said the MIS: Press and M&T books will now bear dual logos, their own and IDG Books'. "While we intend to continue creating new brands in-house, the chance to acquire these well-established brands offers a clear benefit. With hot competition for limited computer shelf space, recognized brand names have a selling advantage."

The agreement will take Holt out of trade computer book publishing and boost IDG Books' position in technology publishing. Founded in 1990, IDG Books is the No. 2 computer book publisher (behind Macmillan) with total FY 1997 gross revenues of more than $150 million. Sells said that IDG Books will be in discussion with MIS: Press and M&T about their employees, which number approximately 20, possibly joining IDG Books. Editorial and production of the two presses' books will be done through IDG Books' Indianapolis and Foster City, Calif., offices.

Henry Holt's President and CEO Michael Naumann, who led the search for a new publisher, claimed to be pleased with the deal. "I am delighted about the agreement with IDG Books. They will provide the kind of publishing environment that will enable our computer trade books to thrive in an increasingly competitive market."

NEW LOCATION FOR IDC JAPAN

IDC Japan will move to new offices as of Dec. 1:

IDC Japan
10th Floor, The Itoyama Tower
3-7-18 Mita, Minato-ku
Tokyo, 108-0073 Japan
Tel: 81-3-5440-3400
Fax: 81-3-5440-3411

Some of the group names and numbers will also change. The IDC Japan office now includes:

SALES AND MARKETING
Tel: 81-3-5440-3401
Fax: 81-3-5440-3411

RESEARCH GROUPS
Personal Systems and Communications, Systems Solutions and Component Semiconducotrs
Tel: 81-3-5440-3402
Fax: 81-3-5440-3412

FINANCE/GENERAL ADMINISTRATION
Tel: 81-3-5440-3403
Fax: 81-3-5440-3413

Office administrator Tamako Matsumoto may be reached via:
Tel: 81-3-5440-3423
Fax: 81-3-5440-3411

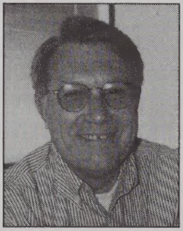
NOTEWORTHY

PROMOTIONS

SunWorld's **Bob McMillan** rises from associate editor to senior editor of the magazine. "Bob has single-handedly given new life to *SunWorld*'s news section with his talent for sniffing out leads and turning them into compelling, well-written news stories," said **Carolyn Wong**, *SunWorld* editor-in-chief. His scoops have been picked up by the IDG News Service, InfoWorld Electric, and the *San Jose Mercury News*' Good Morning Silicon Valley InBox Direct e-mail. Bob has also been instrumental in improving our relationship with Sun Microsystems' public relations and product groups, and his stories have increased our level of respect and recognition there."

NEW EMPLOYEES

IDG Books continues to enjoy voluminous growth.


BOWLES

In Foster City, Calif., **Ken Bowles** joins IDG Books' Foster City office as a royalty administrator. He was previously with Genstar Container as a senior help desk analyst. He attended the University of San Francisco and keeps up with his international correspondence outside the office.

KEAVENEY

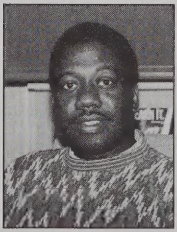
Claire Keaveney, who was once the associate editor of IDG's long-gone *Micro Marketworld* in 1985 and more recently edited clinical trial reports at Roche Bioscience, returns to the fold at IDG Books as a development editor. She earned a B.A. in English from California's Santa Clara University and, in addition to her interest in music and drama, is a court-appointed child advocate.

One of three new employees in the Indianapolis office, **Rowena Rappaport** comes to the division as a copy editor from her previous position as a proofreader at Macmillan Computer Publishing. She has a B.A. in anthropology from Grinnell College in Grinnell, Iowa, and a theater management M.F.A. from the University of Alabama. Outside the office she sings classical music and recently auditioned for the Indianapolis Festival Singers. She considers her new job at IDG to "really be the start of my career in publishing."

After working at IDG Books as a temp for three months, **Kelli Botta** is now a full-time proofreader. Prior to that she worked as an associate analyst at the Naval Undersea Warfare Center in Newport, R.I. She earned a B.S. in technical writing from Fitchburg State College in Fitchburg, Mass., and still cheers for the New England Patriots football team.

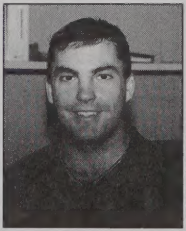
After working as a customer service representative for NTC/Contemporary Publishing, **Heather Prince** is now an administrative assistant at IDG Books. A published poet with a B.A. in English from Valparaiso University in Valparaiso, Ind., she also volunteers her time at the Morton Arboretum.

Danny W. Lam leaves his job as an after-school teacher with the After-School Pursuits program to join *PC Games* as an editorial/production intern. He has a B.A. in liberal studies from San Francisco State University and pursues sports and martial arts in his free time.


GRIFFITH

IDG WORLD UPDATE

Brian Griffith signs on with IDC Research as a senior Notes administrator, coming from Arthur D. Little where, as Notes manager, he built the firm's entire Notes infrastructure and created its intranet site. He has a degree from Colby College in Waterville, Maine, and enjoys working out, theater and hiking.


JOHNSON

IDG WORLD UPDATE

Also new at IDC is Research Analyst **Paul Johnson**. He previously worked as an Internet research analyst at the Business Research Group in Newton, Mass. He is a 1994 cum laude graduate of Bowdoin College in Brunswick, Maine.

HOLLANDER

IDG WORLD UPDATE

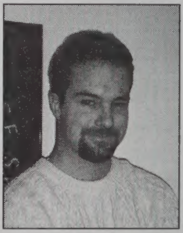
Melissa Hollander has been hired at IDC as a group operations coordinator in the Software Research Group. Not only does she have an associate's degree in administrative office management from Mass Bay College, but she is a certified ultrasound technician.

Network World brings on **Melissa Bartlett** as a graphics/marketing specialist. She graduated earlier this year from Ithaca College in Ithaca, N.Y., with a B.S. in corporate communication. Outside the office she enjoys exercising, movies and playing with her new niece, born two months ago on Melissa's birthday.

LAJOIE

IDG WORLD UPDATE

NW Staff Writer **Scott Lajoie** will be working in Santa Clara, Calif., covering Intel and the Internet division of Microsoft. He was previously a research associate at *Condé Nast Traveler*. Scott has a B.S. in communication from Cornell University and a master's in public affairs from Syracuse University. He spends his free time rollerblading and playing tennis and golf.


NELSON

IDG WORLD UPDATE

InfoWorld has hired **Matthew Nelson** as a reporter, covering Internet commerce and security issues. He has a B.A. in English from the University of California/Santa Barbara. He rides motorcycles, practices martial arts, plays paintball and is slated to be a moderator at this month's Comdex trade show.

Any IDG business unit may send information for the Noteworthy page to world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Sheryl Merchant - IMS

FIFTEEN YEARS
Alice Longley - Computerworld

ELEVEN YEARS
Jake Widman - Publish

TEN YEARS
Colleen Kelly - FCW
Allen Alter - Computerworld
Paula Wright - Computerworld

NINE YEARS
Donna Fraser - LTI/Canada
Denise Perrault - CIO

EIGHT YEARS
Donna Cahill - IDG

SEVEN YEARS
Paul Smith - InfoWorld
Susan Woodworth - CIO
Constance Brown - Computerworld

SIX YEARS
Patrick Gorman - IDC
Karen Weiss - Publish

FIVE YEARS
Mary Leiphart - FCW
Ingemo Ilander - IDG Sweden

FOUR YEARS
Mats Öhman - IDG Sweden
Henrik Petersen - IDG Denmark

THREE YEARS
Christopher Robison - IDC
Joachim Lerulf - IDG Sweden
Karen Williams - IDG Media (U.K.)
Christian Boden - IDG Germany
Andy Hart - IMS/EMEA
Ron Milton - ICE

TWO YEARS
Serdar Uzan - IDG Turkey
Meral Demir - IDG Turkey
Cynthia Lemus - IMS
Steven Noetzel - IDG Books
Gillian Robertson - IDG Media (U.K.)

ONE YEAR
Asli Evren - IDG Turkey
Azize Bakir - IDG Turkey
Payton Smith - IDC
Randy Braun - IDC
Stacy Marois - Event Travel Services
Jørn Bremtun - IDG Norway
Yuliya Korentsvit - PC World
Denny Arar - PC World
Steven Gray - PC World
Spencer Ante - PC World
Jill Pisoni - IDG Books
Robert Wallace - IDG Books
Michael deOliveira - IDG Books
Kathleen Shabowski - IDG Books
Darren Meiss - IDG Books
Diana Scarbrough - IDG Books
Per Rune - IDG Sweden
Henrik Svidén - IDG Sweden
Carol Lieb - Computerworld
Peter Møller Christensen - IDG Denmark

No Uniform, No Problem

IDG Japan ballplayers take fourth place in 87-team baseball tournament

IDG staff in Japan used a combination of psychology and skill to take fourth place in a computer industry baseball tournament that ended early this month.

The IDG team participated in the 87-team tournament for the first time and, in the spirit of a computer industry start-up, swept away larger rivals despite having fewer people and resources. In fact, the "IDG World Stars" were the only players without team uniforms.

Macworld Japan Editor **Takanobu Urayama**, who pitched an average of seven strikeouts per game, played in his *Macworld* shirt while team catcher **Masanori Seki** of IDG Japan Books displayed his company spirit with a Dummies T-shirt. All IDG players wore numbers stapled to their T-shirts or sweatshirts.

"We were very lucky because every team that we played thought we were all beginners when they saw us," said team manager **Yoko Nishii**, who practices her sidearm delivery on lunch breaks outside the IDG office, where she is production director. "But after a few innings, when they realized we weren't a team full of rookies, it was too late."

IDG Japan's World Stars swept their first five games and went as far as the semifinals. They captured fourth place behind Altemis International, Technology Software and PC Technology.

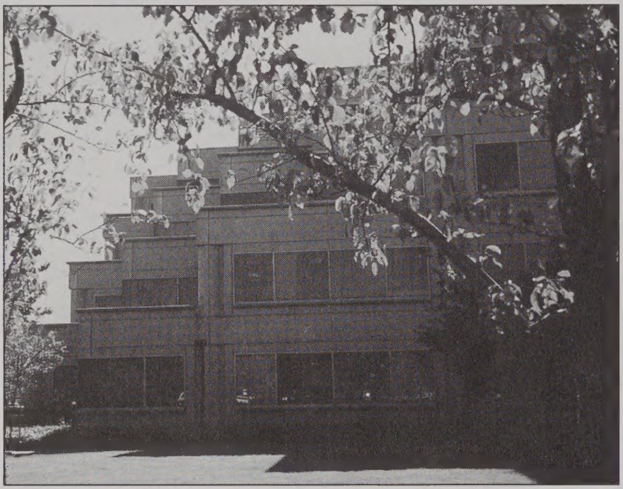
IDG JAPAN'S TALENTED BUT NOT TAILORED BASEBALL TEAM *consisted of (in no particular order)* ***Yoshimoto Matsuura, Yoshitomo Fukuda, Masato Tsuchiya, Koji Kuwabara, Manabu Wada, Yuichi Tsujimura, Hideki Kojima, Satoshi Yoshida, Yasuhiro Watanabe, Masanori Seki, Takanobu Urayama, Keiichi Yoshitomi, Shogo Kawamura, Wataru Satomi, Toshiyuki Higuchi, Atsuo Yamamoto. Yoko Nishii*** *was the team manager and* ***Hiroko Ito*** *cheered on the squad.*

Though the season is over, Nishii has high hopes for the team's next step.

"I want to bring my boys to spring training camp at Vero Beach [Fla.] to practice with the Los Angeles Dodgers so we can win next year's tournament," she said.

CONTESTS

Which IDG Offices Call These Buildings "Home"?



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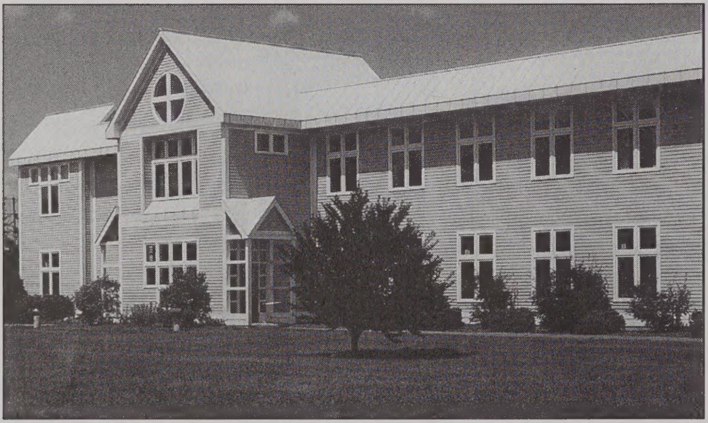
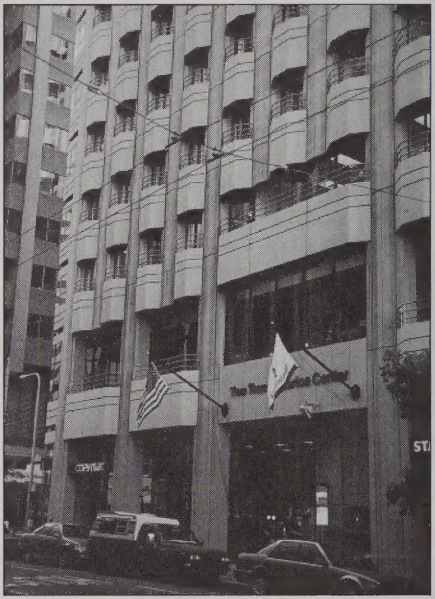


2. ________________________________

Match the picture with the IDG offices listed below. All correct entries will be entered into a random drawing, and three lucky winners will receive very cool *IDG World Update* baseball hats. Entries should be submitted by Dec. 9. Fax your entry to *IDG World Update* at 617-423-0712 or e-mail the answers to world_update @idg.com.

IDG Books, Foster City
Connell Communications
IDG Marketing Services, San Francisco



3. ________________________________

Send us photos of your buildings, especially those outside the U.S., for use in future contests! Anyone who sends a photo will recieve an *IDG World Update* pen.

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 27, Number 47

November 24, 1997

JAVAWORLD GIVES IDG JAPAN GROUNDS FOR CELEBRATION
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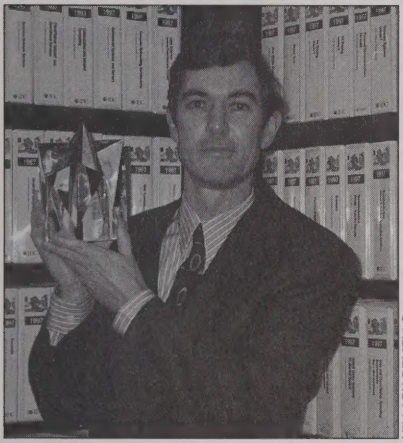
PAGE 2

GLOBAL RESEARCH ADVISORY COUNCIL GIVES IDC VALUABLE FEEDBACK
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDC Reaches $100 Million in Revenue



HILLARY DEMELLO

IDC PRESIDENT AND CEO ***Kirk Campbell****'s senior management team presented him with a crystal star from Tiffany's last month in recognition of IDC's record-setting year. The staff also gave Campbell a mock Forbes magazine cover with his likeness and the headline "World's Shrewdest Businessman."*

FY97 was the best year in IDC's 33-year history, as the business unit topped the $100-million mark for worldwide revenue for the first time. It is just the second IDG company to hit that milestone; IDG Books reached that mark in FY96.

IDC's record-setting year held true on all fronts: revenues, profits and profit margins were the highest

• CONTINUED PAGE 5 •

IW The Netherlands Garners Global Attention with Year 2000 Scoop

KLM Airlines admits computers' inability to handle date change could keep planes grounded

InfoWorld The Netherlands turned one this month and celebrated with a worldwide scoop that earned it international attention from the trade and general media including coverage on several local television news programs.

In a special 36-page supplement devoted to the issues surrounding year 2000 computer compliance, Editor **Eric Verweij** reported that KLM Royal Dutch Airlines is seriously considering not flying on Jan. 1, 2000 because its manager for millenium issues, Gerry Huizinga, is unsure about whether internal and external IT systems will be ready to handle the millenium date change.

"I'll advise the KLM Board of Directors to keep the planes grounded on New Year's Eve 1999," Huizinga said. He said he is concerned primarily over the cabin services.

The story was picked up by the Associated Press, Reuters, several Dutch dailies, local television stations and the IDG News Service. In addition to reporting this story and several others, Verweij coordinated production of the entire supplement.

INFO WORLD
Paniek bij de KLM
Wat te doen?
Producten onder de loep
Wat vinden de experts?
Uitslag InfoToets baart opzien
JAAR 2000 BIJLAGE

INFOWORLD'S FIRST *supplement, which focused on Year 2000 computer compatibility issues, garnered worldwide attention.*

In a first for IDG's Dutch business units, the supplement carried the results of a joint IDG/IDC reader survey of year 2000 preparedness. The survey of close to 500 IT managers revealed a disconcerting lack of action within Dutch companies, with 59.6% not having any 2000 project under way at all, according to *InfoWorld The Netherlands* Editor-in-Chief **Paul Teixeira**. "With this survey, we were able to get a good picture of the way readers were handling year 2000 problems within their organizations." In addition, Teixeira noted that IDC will sell the complete research report as a low-cost product in the local market. "The whole project is proving to be a win/win situation for IDC and IDG," Teixeira said.

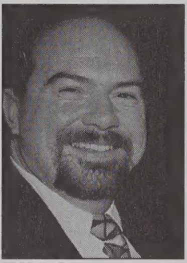
The supplement, which contained 16 pages of editorial and 16 pages of advertising was also a financial success, according to IDG Netherlands Managing Director **Paul Molenaar**. "This supplement was a tremendous commercial suc-

• CONTINUED PAGE 5 •

IN BRIEF

News from New Zealand

TOP PUBLISHER SPOT GOES TO MARTIN TAYLOR


TAYLOR

IDG New Zealand's Managing Director and Publisher **Martin Taylor** was named Publishing Executive of the Year at this year's Magazine Publishers Association Awards. The judges noted that Taylor had "created a significant force in New Zealand publishing...one that competitors have sometimes tried and failed to have an impact on." They added that Martin has spearheaded many successful publishing ideas for IDG's multinational parent company.

***COMPUTERWORLD* BLITZ**

Computerworld New Zealand is the outright and undisputed leader amongst IT publications in New Zealand, as rated by the nation's top IT people, according to AC Neilson McNair's latest annual Readership and Attitudes Towards Various Computer Publications survey, released last month.

***MTB* GOES MONTHLY IN THE NEW YEAR**

MTB (Management Technology Briefing), IDG New Zealand's *CIO*-type publication, moves to monthly publication beginning in January1998. The three-year-old title has been published every two months since its launch as a joint venture between *Computerworld New Zealand* publisher IDG Communications and *The National Business Review* publisher Liberty Press. The move to monthly publication was prompted by increasing calls from *MTB*'s readers for more information of the kind *MTB* delivers.

***PC WORLD'S* NEWSSTAND SALES KEEP ON GROWING**

Not to be outshone by its bigger U.S. sibling, latest figures for *New Zealand PC World's* newsstand sales show relentless growth, with sales figures for August showing 5% growth on the previous month. Even more impressive: sales are a full 25% greater than the same month last year.

TRIPLE PLAY FOR WEB SITE CONFERENCE

IDG New Zealand's Expo Division this month hosted Designing and Building Effective Websites, a conference for people looking to develop their own Web sites. Hosted by Dave Blyth of Webdesign and Frank Van der Velden of Webmasters — both highly regarded Web site creators — the conference provided attendees with the essential skills and techniques of designing and building effective, world class, Web sites. The conference was offered in Wellington on Nov.17, in Christchurch Nov. 19, and Auckland Nov. 21. More information is available on IDG New Zealand's Web site, @IDG, (http://www.idg.co.nz/).

JavaWorld Gives IDG Japan Grounds for Celebration

With the recent launch of *Java World/Japan* IDG Communications Japan becomes the latest IDG business unit to embrace this hot topic.

The Tokyo-based monthly will focus on the Java environment and the latest hardware and applications being created for it. Its target audience is IS managers, programmers, network and software developers and Internet power users.

IDG Japan Country Manager **Kozo Hiramatsu** said that "our studies showed that Java was one of the hottest topics that our readers wanted us to cover. Before we finalized our launch plan, we researched the market by issuing four test magazines. Each time both the sell-through and the ad revenue increased. We also knew that a few publishers were developing plans to launch Java magazines in 1998 and that the market for it had matured.

"There is at the moment no competition for it," he continued. "Nikkei BP recently launched *Java Review* as a webzine and is now looking to launch a magazine. I know they are watching us very carefully."

Circulation will be both newsstand- and subscription-driven. According to Hiramatsu, the magazine is projected to sell 40,000 copies in the first year at a cover price of US$14.

"This is a high-quality, high-priced product targeting a niche market," he said.

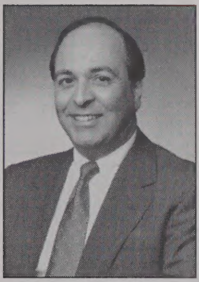
"Our biggest challenge is how to develop and create a Java market by using *Java World* as an educational tool. Like in the U.S., IT magazine competition is intense, but we learned from our experience with *Windows NT World* that once we make a decision we must move quickly to preempt the market. It was Japan's first NT-dedicated magazine but was soon followed by ones from Nikkei BP and BNN. Since we were first and moved quickly, we have maintained the leading position."

According to Hiramatsu, the *Java World/Japan* staff members, who include Publisher **Kaz Kajihara**, Editor-in-Chief **Yoshimoto Fukuda** and Art Director **Naoko Kanda**, all wear two hats. The staff produces two monthly magazines: *Java World/Japan* and *Sun World.*

DID YOU KNOW?

IDC is a key influencer in the financial community. In the U.S., IDC's clients include: 90% of top investment banks, 65% of second-tier investment banks, and most top high-tech commercial lenders.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q My understanding is that IDG has had a goal in place for some time now to increase the percentage of revenues derived from non-advertising sources. Can you tell me what the goal is (e.g. 50% from advertising, 50% from non-advertising sources), what some of the non-advertising sources of revenue are for IDG, and how we are doing toward this goal? Why do we want to increase the percentage of revenues derived from non-advertising sources?

A Advertising is one of the most profitable revenue streams for any media company. It provides great leverage, and we will always focus on having excellent print publications and webzines that have unique audiences that IT advertisers want to reach. At the same time, this revenue stream is the most vulnerable to market downturns, and companies that rely on advertising revenue for the majority of their revenue often find themselves in a precarious position during a recession. Over the past five years, we have concentrated on getting more reader revenue for each of our publications. For example, *PC World*'s cover price at $5.99 is significantly higher than any of its competitors, but this past year we outsold the competition, in units, on the newsstand. This is a testimony to the strong editorial product that **Phil Lemmons, Cathryn Baskin** and their editorial team publish. Readers will pay significant premiums for the market leader.

We have also focused on growing our book business, IDG Books, into a market leader. Historically the book business has fared much better than most industries during the recessions that we have experienced since World War II. IDC has also become a much more significant part of our overall business, as has IDG World Expo. Neither of these businesses is dependent on advertising revenue and should balance our portfolio much better in any future downturn.

IDG enters FY98 in a very strong position across many segments of the IT information market and is poised for another round of growth in the current economic environment, which is strong in most of the world.

Can you tell us what percentage of the company's revenues were derived from each of our major business — magazine/newpaper publishing, books, expos, training and market research — during FY97?

IDG Communications (newspapers and magazines)	65%
IDG Books	12%
IDC	10%
IDG World Expo	8%
ExecuTrain	4%
Online	1%

IDG Books had the greatest percentage revenue growth, but many of our international publishing units (part of IDG Communications) also grew by more than 20%.

I just looked at a copy of the IDG foldout brochure that lists all of our publications and noticed that under the U.S. listing, Web Publishing's online titles like *JavaWorld* and *SunWorld* aren't included. Why aren't they, especially if we seem to have room for non-IT titles such as *Cable in the Classroom* and *Video Event*?

In the latest IDG media kit, which just went to press, all of Web Publishing's online or webzine titles are listed. The IDG foldout brochure is a "work in progress," as our portfolio continues to grow. This can require several printings during a fiscal year. *JavaWorld* and *SunWorld* are both excellent publications that are profitable and growing. **Mac McCarthy**'s team has pioneered a unique form of publishing for IDG.

Why, given the decentralized nature of IDG with each business unit acting autonomously, does the Corporate Support Center issue a cap (this year I believe it was 4% in the U.S.) on the aggregate salary increase of each business unit? And how does the CSC arrive at this percentage?

During the planning process there are overall guidelines that are issued that cover many areas that impact our business units. The salary increase guideline is only one of many that we use to plan, as a corporation. The 4% guideline for this year is not a "cap" but provides guidance for the business unit on how to budget for salary increases. The business unit retains, and always will, the discretion to make individual merit increases.

In the planning process we examine the overall macroeconomic environment and look to remain consistent and competitive within the overall economy, as well as our own sector. Overall in the U.S. in 1997, most companies used 2.5% to 3% as a guideline. This is indicative of the low inflation, which has contributed to the strong economic growth that we have experienced over the past several years.

WHAT'S ON YOUR MIND?

If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know! Contact them at world_update@idg.com.

- **Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you liked — or didn't like — in this newsletter?**

Global Research Advisory Council Helps IDC Staff Craft Offerings

Talking and listening. There was a lot of both going on at IDC's recent Global Research Advisory Council (GRAC) meeting, with IDC senior staff and key customers collaborating to shape research products and client services that are comprehensive, focused, timely, responsive and easy to use.

Held Oct. 20-21 in San Diego, the sixth annual session enabled customers to learn about current and planned developments at IDC, provide feedback on how IDC can improve products and services, and network with IT industry colleagues and senior IDC managers. More than 50 customers attended, representing 40 companies based in the U.S., Europe, Japan, Korea and Latin America.

This convening of top customers used to be known as the Global Accounts Council. However, the name was deemed too sales oriented and was changed this year to the Global Research Advisory Council. "We wanted to convey that these people are providing valuable input on our products, our policies and our business practices; they're not just customers, they're our advisors," said IDC Vice President of Marketing **MaryAnne Sinville**.

New perspectives

Another change at this year's session was expanding the invitation list to include strategic accounts and not just IDC's largest clients. IDC wanted to hear a different perspective from the next tier of companies, specifically those identified as having significant purchasing potential, Sinville said.

As in years past, IDC interviewed GRAC participants by telephone prior to the meeting to determine the agenda. Day two of the GRAC featured small breakout sessions on the six most frequently requested topics (services research, demand-side research and vertical markets, European perspectives, electronic commerce, channels research and markets in Asia/Pacific, Latin America and Eastern Europe). The sessions included a market overview, information on IDC's research in that area and discussion about customers' research needs and how IDC meets those needs.

MARYANNE SINVILLE

(L-R) WILLIAM MAHLER (NOVELL), *Catherine Orsini (Groupe Bull) and IDC's* ***John Gantz*** *and* ***Michael Deutsch*** *fortify themselves before the next GRAC session.*

The meeting included two other sets of interactive discussions. The first gave featured peer-to-peer exchanges on topics related to how clients do their jobs and obtain research. The second, one of the most highly rated sessions, gave clients the opportunity to select back-to-back, exceptionally small group meetings with two of IDC's 13 senior managers to discuss research offerings.

As at other Council meetings, IDC Senior Vice President **Vicki Brown** generated a real-time "What We Heard" presentation summarizing all the major points raised during the two-day session. Participants later receive a follow-up packet with a summary of major action items, information that had been requested during the meeting, and in the following months, updates on progress regarding other customer suggestions.

"The Council is a big investment, but we've reaped a great deal from it," Sinville said. "It's been a real competitive advantage because our clients really applaud our willingness to be so open and candid with them. We've gained enormous goodwill from customers who appreciate having their suggestions heard and acted upon quickly, and a tremendous amount of business is generated from this exclusive, in-depth view into IDC's newest products."

IDC ACTS ON CLIENT FEEDBACK

IDC senior management has held several meetings to act on suggestions from the most recent Global Research Advisory Council. The results to date include:

ACTIONS ALREADY TAKEN:

- **Committed to delivering the Information Society Index, the U.S. and European Black Books and the Global IT Survey electronically in 1998.**
- **Established a formal process for publishing corrections (for both printed and electronic documents).**
- **Added vertical market content to the schedule of IDC's weekly Telebriefings.**

OPTIONS BEING PURSUED:

- **Enabling replay of IDC's new weekly Telebriefings for convenient access by non-U.S. clients.**
- **Accelerating electronic delivery of European research.**
- **Focusing on improving the workflow process so that clients receive all documents much sooner, thereby negating the need to receive draft copies.**

TOPICS TO BE CONSIDERED:

- **Allowing clients to share inquiry hours across multiple programs that they have purchased.**
- **Establishing industry keyword standards in conjunction with other research firms.**
- **Simplifying password selection for IDCNet and enabling delivery of downloadable Excel files.**

IDG
INTERNATIONAL DATA GROUP

Job Opportunities

Monday, November 24, 1997

ADMINISTRATIVE ASSISTANT (CIO)

You will provide day-to-day administrative and operational support in our busy 40 person editorial department. This position requires a person with publishing and administrative background. Ideal candidates will be computer literate on Macintosh platform with knowledge of MS-Word and Filemaker. Excellent telephone, project management and customer service skills are necessary. Prior administrative experience in a fast paced environment is a must. ***Location: Framingham, MA***

Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

IMAGING SPECIALIST (NW)

Imaging Services is looking for an entry level Imaging Specialist to assist in the daily operations of the department. Process digital file requests, provide design/typesetting services, repurpose content for the web, maintain imaging equipment, and help in the production of the company Intranet. MAC or PC experience in QuarkXPress, Photoshop, Freehand, Illustrator and FrontPage. Willing to train the right person in imaging technologies and web publishing. Self motivated and a team player a must. ***Location: Framingham, MA***

Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

GROUP OPERATIONS COORDINATOR (IDC)

IDC's Personal Systems Group is seeking a full-time administrative assistant. Responsibilities include data entry of client and prospect information, maintaining research supplies, filing, copying, faxing, completing mailings, making travel arrangements, as well as any special projects as they arise. Office experience and familiarity with Lotus Notes is a plus. ***Location: Framingham, MA***

Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

APPLICATIONS ENGINEER (IDC)

IDC is seeking a special individual who combines strong interpersonal and team skills with first class technical abilities. The selected candidate will use their abilities as a team player to deliver customer driven solutions. Verbal and written communication skills will be crucial to success. On the technical side, we are looking for an individual with at least three to five years of dedicated experience in relational database environments with experience in conceptual and physical design, E-R modeling, development and testing of stored procedures, triggers, etc. Deployment of multiple mission-critical client server applications in a WAN environment and a strong background in business analysis and design are keys to success. Application Development skills, report writing skills, 4GL and Oracle experience are required. Experience integrating relational systems with Lotus Notes a plus. BS in Computer Science or related field required. ***Location: Framingham, MA***

Contact: A. Port, Fax: 508-935-4610, Phone: 508-935-4137, Email: idc_jobs@idcresearch.com

CHANNEL MARKETING MANAGER (IDG/B)

Will tailor our strategic channel marketing strategies for all calendar and product driven promotions. Requires at least 2 years of hands on sales and/or marketing experience in one of the following market channels: Education, Government, Corporate, International, US. Also strong organizational and written and verbal communication skills. Publishing or technology experience strongly preferred. ***Location: Foster City, CA***

Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@gamepro.com

COPYWRITER (IDG/B)

Will create, update, and maintain copy for book packaging, catalogs, and printed promotional materials. The position requires 2 years' relevant copywriting experience, including book covers (computer books preferred); the ability to produce quality ad copy within tight deadlines & changing demands, and computer proficiency. ***Location: Foster City, CA***

Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@gamepro.com

EXECUTIVE MANAGING EDITOR (IFW)

InfoWorld is looking for a leader and manager to assume day-to-day responsibilities for our editorial production process, both print and electronic, as well as editorial projects and opinions. The position oversees the Copy Desk, Editorial Projects, and Opinions groups and reports to the Editor-in-Chief. At least 10 years publishing/journalism experience required, including two years of on-line publishing and management experience. ***Location: San Mateo, CA***

Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: sara_barnes@infoworld.com

SALES REPRESENTATIVE (IFW)

InfoWorld is seeking a Sales Representative for the recruitment advertising division. You will prospect, sell, and maintain recruitment advertising for our publication. Requires 2-3 years of telephone and/or outside sales experience, preferably in recruitment advertising, and excellent customer service and communication skills. Knowledge of Windows95, Lotus Notes, and Desktop Publishing preferred. BA/BS in marketing, business, or equivalent, knowledge of the computer/high-tech industry, and internet experience highly desired. ***Location: San Mateo, CA***

Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

MARKETING ASSISTANT, PART-TIME (IMS)

The individual in this position will provide administrative support for the Marketing department of IDG's Marketing Services Division. The ideal candidate must be detail oriented and possess strong project management skills. The candidate must be proficient in Microsoft Word, Excel, database programs and knowledge of Lotus Notes is preferred. A minimum of 2 years clerical experience required. Prior publishing or advertising experience a plus. ***Location: San Francisco, CA***

Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

RESEARCH AND DEVELOPMENT COORDINATOR (MHA)

Entry level research needed to investigate markets for new events and/or existing events. Will collect, maintain, analyze and present related industry research, market data and key trend information, prepare presentations, training sessions, market reports and proposals, and provide overall information support services to all internal departments. Bachelor's degree, a minimum of 2 years research or related experience, preferably within the IT industry, strong presentation and communication skills, and computer literate with knowledge of the internet, www and information technology. ***Location: Norwood, MA***

Contact: K. Heenan, Fax: 617-440-0300, Phone: 617-440-2724, Email: kheenan@mha.com

BU	Category	Title	Location	Contact	Phone	Fax
CHSG	Sales	Account Executive	Rochelle Park, NJ	S. Moore	P: 650-312-0631	F: 650-312-0668
CHSG	Sales	Account Executive	Chicago, IL	S. Moore	P: 650-312-0631	F: 650-312-0668
CHSG	Sales	Account Executive	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
CHSG	Sales	Sales Associate	Rochelle Park, NJ	S. Moore	P: 650-312-0631	F: 650-312-0668
CHSG	Systems	Network Specialist	Framingham, MA	S. Moore	P: 650-312-0631	F: 650-312-0668
O	Admin	Administrative Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Art/Design	Senior Graphic Designer	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Copy Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Edit	Features Editor	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Exec	Managing Director, Custom Publishing	Framingham, MA	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Finance	Accounting Assistant	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Sales	Regional Sales Manager	Fairfield, NJ	P. Reilly	P: 508-935-4734	F: 508-935-4600
CIO	Systems	Desktop Support Manager	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CIO	Systems	IS Support Specialist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
CW	Ad Sales	District Sales Manager	NJ/GA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Admin	Office Services Assistant	Burlingame, CA	S. Allen	P: 508-820-8162	F: 508-879-3760
CW	Admin	Receptionist, Part-Time	Burlingame, CA	S. Allen	P: 508-820-8162	F: 508-879-3760
CW	Edit	Copy Editor	Framingham, MA	E. Fanning	P: 508-820-8174	F: 508-875-8931
CW	On-Line	Senior Web Developer	Framingham, MA	S. Allen	P: 508-820-8162	F: 508-879-3760
CW	Rsch	Research Analyst	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Rsch	Research Director	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Executive	Burlingame, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Executive	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Account Sales Associate	Rochelle Park, NJ	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Director	Burlingame, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	District Manager, @Computerworld	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	District Sales Manager	Chicago, IL	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Regional Manager, Career Agent	MA or CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Sales Associate	Burlingame, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Sales	Western Regional Director, Custom Publications	Burlingame, CA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Systems	Sr. Software Engineer, Career Agent	Framingham, MA	P. Fowler Sheer	P: 508-820-8647	F: 508-879-3760
CW	Systems	Technical Support Specialist	Framingham, MA	S. Allen	P: 508-820-8162	F: 508-879-3760
CW Singapore	Edit	Editor	Singapore	J. Tan	P: 65-345-8383	F: 65-345-7097
ENN	Sales	Director, Regional Recruitment Advertising	EC or WC	S. Brown	P: 508-935-4099	F: 508-935-4600
FCW	Prod	Production Coordinator	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
FCW	Sales	District Sales Manager	Rochelle Park, NJ	M. Maynard	P: 508-935-4777	F: 508-935-4600
FCW	Sales	Sales Representative	Falls Church, VA	M. Maynard	P: 508-935-4777	F: 508-935-4600
GamePro	Admin	Executive Assistant to the President	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
GamePro	Finance	Accounting Coordinator	San Mateo, CA	L. Ching	P: 650-286-2595	F: 415-349-5279
GamePro	Manuf.	Manufacturing Manager	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
GamePro	Prod	Manufacturing Manager	San Mateo, CA	B. Sours	P: 650-286-2545	F: 650-349-5279
GWAN	Sales	Online Account Director	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
ICE	Admin	Exhibitor Services Administrator	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
ICE	Mktg	Marketing Specialist	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IDC	Admin	Group Operations Coordinator	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Admin	Library Assistant	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Admin	Mailroom Clerk, part-time	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Admin	PT Administrative Assistant	Framingham, MA	M. Engman	P: 508-935-4266	F: 508-935-4610
IDC	Expo	Conference and Events Director	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
DC	Intern	Intern - CIA/User	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Intern	Intern, Printers	Framingham, MA	M. Engman	P: 508-935-4266	F: 508-935-4610
IDC	Intern	Part-Time Research Internship	Framingham, MA	M. Engman	P: 508-935-4266	F: 508-935-4610
IDC	Mktg	Business Development Manager	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Mktg	Group Marketing Manager	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	PR	Public Relations Specialist	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Prod	Senior Production Specialist	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Associate Research Analyst - PC Hardware	Mt. View, CA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Associate Research Analyst - PC Pricing	Framingham, MA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Associate Research Analyst - Worldwide Quarterly PC Market Tracker	Mt. View, CA	A. Shluger	P: 508-935-4133	F: 508-935-4610
IDC	Rsch	Consulting Director, Personal Systems Consulting	Mt. View, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Consulting Manager, Global Research Services	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Rsch	Director, Data Communications Research	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
IDC	Rsch	Inquiry Analyst	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Research Analyst, Storage	Framingham, MA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Research Director - UNIX, Client Server, & Distributed Computing	MA or CA	E. Baptiste	P: 508-935-4649	F: 508-935-4610
IDC	Rsch	Senior Research Analyst, Collaborative Computing	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDC	Sales	Client Services Representative - Major Accounts (West)	Mt. View, CA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Client Services Representative - Strategic Accounts (East)	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Sales Manager - Major Accounts	TBD	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Sales	Sales Manager - Strategic Accounts	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Applications Engineer	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC	Systems	Senior Systems Administrator (LAN/WAN)	Framingham, MA	A. Port	P: 508-935-4137	F: 508-935-4610
IDC/LINK	Rsch	Program Manager, Consumer Computing&Education Markets	New York, NY	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDG	HR	HR Assistant	San Francisco, CA	S. Ginenthal	P: 415-978-3203	F: 415-442-0766
IDG	HR	HR Representative/Senior HR Representative	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDG	HR	HRIS Specialist	Framingham, MA	A. Schneider	P: 508-935-4419	F: 508-935-4600
IDG	HR	Sr. HR Representative	San Francisco, CA	S. Ginenthal	P: 415-978-3203	F: 415-442-0766
IDG	Systems	Sr. Systems Support Specialist	Framingham, MA	E. Cormier	P: 508-935-4605	F: 508-935-4600
IDG Central Ser	Admin	Office Services Assistant	San Francisco, CA	T. Ohara	P: 415-978-3204	F: 415-974-7316
IDG Central Ser	Admin	Receptionist (2)	San Francisco, CA	T. Ohara	P: 415-978-3204	F: 415-974-7316
IDG Central Ser	Facil	Facilities Manager	San Francisco, CA	S. Heistand	P: 415-978-3358	F: 415-543-3984
IDG Central Ser	Telecom	Telecommunications Coordinator	San Francisco, CA	T. Ohara	P: 415-978-3204	F: 415-974-7316
IDG Global Com	Systems	Systems Administrator	San Mateo, CA	D. Garza	P: 650-524-5701	F: 650-524-5730
IDG.net	Circ	Audience Development Analyst	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Edit	Features Editor	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG.net	Systems	Lead Programmer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG/B	Admin	Executive Assistant	Foster City, CA	T. Stuart	P: 650-655-3101	F: 650-655-3206
IDG/B	Admin	Executive Assistant - CEO	Foster City, CA	T. Stuart	P: 650-655-3101	F: 650-655-3206
IDG/B	Art/Design	Graphics Coordinator	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Copy Editor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	Development Editor	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Edit	R & D Development Editor	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Finance	Accountant	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
DG/B	Finance	Credit Specialist	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	HR	Human Resource Manager	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	HR	Vice President, Human Resources	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Misc.	Manufacturing Assistant	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Mktg	Channel Marketing Manager	Foster City, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IDG/B	Mktg	Copywriter	Foster City, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IDG/B	Mktg	Design Manager	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Mktg	Publicist, Dummies Group	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	Director of Production	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206

BU	Category	Title	Location	Contact	Phone	Fax
IDG/B	Prod	Graphics Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Prod	HTML Technician	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Sales	Customer Service Supervisor	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Sales	Director, International Sales	Foster City, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
IDG/B	Sales	Key Account Representative	Foster City, CA	D. Harris	P: 650-655-3039	F: 650-655-3206
IDG/B	Sales	Sales Assistant	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/B	Systems	IS Manager	Indianapolis, IN	M. Boese	P: 317-596-5436	F: 317-596-5240
IDG/CMC	Confer	Conference Registrar	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IDG/CMC	Confer	Finance Manager	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IDG/CMC	Confer	Sr. Conference Manager (2)	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IDG/CMC	Sales	Director of Sales	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IDG/CSC	PR	PR Assistant	Boston, MA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IDG/Rsch	Rsch	Industry Research Assistant, Part-Time	Framingham, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
IFW	advertising	Ad Coordinator	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Circ	Circulation Analyst	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Edit	Associate Editor, Test Center	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Edit	Associate Editor/Supplements	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Edit	Executive Editor & Test Center Director	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Edit	Executive Managing Editor	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Exec	CEO/President	San Mateo, CA	T. Mathews	P: 508-935-4710	F: 508-935-4600
IFW	Mktg	Event/Tradeshow Manager	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	On-Line	Web Developer	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IFW	Prod	Digital Pre-Press Specialist	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Rsch	Research Analyst	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Impact Marketing Sales Rep	West Coast	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Sales Associate	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Sales	Sales Representative	San Mateo, CA	L. Brault	P: 650-312-0669	F: 650-312-0668
IFW	Systems	Associate Applications Developer	San Mateo, CA	S. Moore	P: 650-312-0631	F: 650-312-0668
IFW	Testing	Analyst - Application Development	San Mateo, CA	S. Barnes	P: 650-525-3464	F: 650-312-0668
IIP	Edit	Editor-in-Chief	San Francisco, CA	S. Ginenthal	P: 415-978-3203	F: 415-442-0766
IMS	Events	Events Manager	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Mktg	Marketing Assistant, Part-Time	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	On-Line	HTML Production - Contract Position	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	On-Line	Web Designer	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Sales	Director of International Accounts/West	San Francisco, CA	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS	Sales	Director of National Accounts	San Francisco, CA	Bernie Theobald	P: 4156763008	F: 4157056421
IMS	Sales	Director of National Accounts	San Francisco, CA	B. Theobald	P: 415-676-3008	F: 415-705-6421
IMS	Sales	Director, National Accounts	Stamford, CT	M. Maynard	P: 508-935-4777	F: 508-935-4600
IMS/EMEA	Rsch	Director, Consulting Services	Staines, England	J. Meers	P: 011-44-1784-210-210	F: 011-44-1784-210-200
IMS/EMEA	Sales	On-Line Sales Executive	Staines, England	P. Shalet	P: 011-44-1784-210-210	F: 011-44-1784-210-200
INW	Admin	Assistant to the President/CEO	San Francisco, CA	S. Brown	P: 508-935-4099	F: 508-935-4600
IPS	Systems	Lotus Notes Developer	Boston, MA	A. Jones	P: 508-935-4315	F: 508-935-4600
Mac Pub	Admin	Ad Sales Administrative Assistant (2)	San Francisco, CA	M. Chow	P: 415-978-3272	F: 415-442-0766
Mac Pub	Art/Design	Design Associate	San Francisco, CA	E. Leishman	P: 415-975-2273	F: 415-442-0766
Mac Pub	Edit	Sr. Copy Editor/Copy Editor (2)	San Francisco, CA	C. Breen	P: 415-975-2272	F: 415-442-0766
MHA	Expo	MHA Event Show Manager	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
MHA	Expo	Trade Show Director - ComNet	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
MHA	Rsch	Research and Development Coordinator	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
MHA	Sales	Account Manager	Norwood, MA	K. Heenan	P: 617-440-2724	F: 617-440-0300
NW	Admin	Sales Assistant	Austin, TX	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Copy Chief	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Edit	Testing Lab Assistant - Part Time	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	HR	VP or Director of Human Resources	Framingham, MA	S. Brown	P: 508-935-4099	F: 508-935-4600
NW	IS/Prod.	Imaging Specialist	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Account Executive	Wayne, PA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Recruitment Advertising Sales Rep	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
NW	Sales	Sales Assistant	Framingham, MA	D. Volpe	P: 508-820-7472	F: 508-820-3340
PC Games	Ad Sales	Account Manager	San Mateo, CA	J. Knapp	P: 415-286-2502	F: 415-349-8532
PC Games	Ad Sales	National Ad Director	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
PC Games	Prod	Production Manager	San Mateo, CA	B. Gardner	P: 650-286-2573	F: 415-349-5279
PC Games	Sales	National Ad Director	San Mateo, CA	C. Yam	P: 415-286-2546	F: 415-349-5279
PCW	Admin	Administrative Assistant	Rochelle Park, NJ	W. Silverman	P: 201-587-0090	F: 201-712-9786
PCW	Amin	Administrative Assistant	Atlanta, GA	J. Sutter	P: 770-668-5417	F: 770-394-6354
PCW	Edit	Editorial Fact-Checker	San Francisco, CA	A. Kandra	P: 415-267-1750	F: 415-442-1891
PCW	Finance	Financial Analyst	San Francisco, CA	M. Buckingham	P: 415-978-3308	F: 415-442-1891
PCW	HR	Manager, Human Resources, PC World Online Services Group	San Francisco, CA	R. Willoughby	P: 415-978-3205	F: 415-974-7316
PCW	Testing	Test Manager	San Francisco, CA	J. Milenbach	P: 415-267-1790	F: 415-546-1673
PCW - Hong Ko	Edit	Editor	Hong Kong	M. de Almeida	P: 011-852-2861-3238	F: 011-852-2861-0953
PCW OSG	Circ	Customer Service Representative	San Francisco, CA	M. Green	P: 415-975-2680	F: 415-974-7491
PCW OSG	Edit	Editor, Tip World/Dummies Daily	San Francisco, CA	R. Glitman	P: 415-267-1769	F: 415-442-1891
PCW OSG	Edit	Executive Editor, PC World Today	San Francisco, CA	R. Glitman	P: 415-267-1769	F: 415-442-1891
PCW OSG	Edit	Reviews Editor	San Francisco, CA	R. Glitman	P: 415-267-1769	F: 415-442-1891
PCW OSG	Product Development	Assistant Product Manager, TipWorld and Dummies Daily	San Francisco, CA	D. Fox	P: 415-267-1773	F: 415-974-7491
PCW OSG	Sales	Account Manager, PCW OSG	San Francisco, CA	D. Templin	P: 415-267-4508	F: 415-442-1891
PCW OSG	Sales	Account Representative/Executive (2)	San Francisco, CA	D. Templin	P: 415-267-4508	F: 415-442-1891
PCW/WEB Mag	Sales	Northeastern Account Manager	Newark, NJ	R. Meagher	P: 201-645-9487	F: 201-645-9486
Publish	Admin	Editorial Assistant	San Francisco, CA	M. Naman	P: 415-978-3296	F: 415-975-2613
Publish	Admin	Executive Administrative Assistant	Ramsey, NJ	E. Cormier	P: 508-935-4605	F: 508-935-4600
Publish	Systems	Technician	San Francisco, CA	W. Clegg	P: 415-978-3359	F: 415-495-2354
Web	Edit	Associate Editor	San Francisco, CA	C. Wong	P: 415-2674518	F: 415-267-1732
Web	Sales	Account Executive	San Francisco, CA	C. McMullen	P: 415-267-4527	F: 415-267-4570
Web Shopper	Admin	Customer Service Representative	San Francisco, CA	B. McCurdy	P: 415-974-7393	F: 415-975-2616
Web Shopper	Art/Design	Designer	San Francisco, CA	A. Block	P: 415-975-2640	F: 415-442-1891
Web Shopper	Sales	Account Representative (2 positions)	San Francisco, CA	D. Templin	P: 415-267-4508	F: 415-442-1891
Web Shopper	Systems	Lead Java Developer	San Francisco, CA	K. Freytag	P: 415-975-2207	F: 415-975-2616

Volume 2, Number 10 November 24, 1997

IDG U.S. UPDATE

PUBLISHED MONTHLY FOR IDG EMPLOYEES IN THE U.S.

IDC Honors Outstanding Fourth-Quarter Achievers

EXCELLENCE
ALAN FARIAS
EXCELLENCE
DANIELLE LEVITAS
QUALITY
EXCELLENCE
CAREY AZZARA
BUSINESS DEVELOPMENT

HILLARY DEMELLO

ALAN FARIAS, DANIELLE LEVITAS AND CAREY AZZARA SHOW OFF THE PLAQUES THEY *received in recognition of their outstanding efforts on behalf of the company. Also receiving awards, but not pictured were,* ***Chris Jarmul*** *and* ***Kevin Hause.***

Five IDC staff members recently received IDC Excellence Awards for the fourth quarter of FY97. IDC's U.S. employees nominate colleagues, and winners are chosen by a five-member committee. Excerpts from the winners' nominations appear below.

QUALITY

"Research Analyst **Danielle Levitas** has been exceptional in delivering timely research on hard disk drives. She not only contributes to building research but is very responsive to client inquiries. Danielle demonstrated her professionalism, poise and knowledge at the 1997 Storage Perspectives Conference, where her ability to not only address the audience but answer engaging questions was extremely impressive."

BUSINESS DEVELOPMENT

"**Carey Azzara**, program manager for the Corporate Computing: Vertical Views Program, captures the spirit of entrepreneurship at IDC. He conceived, created, implemented and championed a new and unique product offering, the IDC Technology Integration Matrix Panel. This has proven to be a major success, producing six-figure profits and attracting new clients regularly."

• CONTINUED PAGE 3 •

IDC Creates Multifaceted Rewards Program

HILLARY DEMELLO

IDC HR REP AMY SHLUGER STANDS *with the dancer hired to help with the rollout of the company's new rewards program unveiled at IDC's annual meeting last month.*

Realizing that not every employee is motivated in the same way, IDC's Human Resources department recently revamped the company's recognition and rewards system in an effort to reach all of its employees.

"We started thinking about it in July, but we didn't roll it out until the annual company meeting in October," said **Amy Shluger**, IDC Human Resources representative. "According to responses in the annual employee survey, people wanted more means of recognition. We had the Excellence Awards, but we wanted a more comprehensive program that would reach everyone. There was a lot of strong

• CONTINUED PAGE 3 •

TRAVEL UPDATE

IDG Boosts Mileage Reimbursement

In keeping with IRS specifications for mileage reimbursement, IDG has increased the reimbursement amount from 29 cents to 31 cents a mile.

IDG Employees Get 10% Discount on Delta Fares

Effective Nov. 1, IDG Corporate Travel signed an agreement with Delta valid through June 30, 1999, which allows for a systemwide 10% upfront discount off of all F, C,Y, B, M, Q and H fares within the 48 contiguous states as well as Alaska, Hawaii, San Juan, Puerto Rico and the U.S. Virgin Islands. In addition, Delta has also agreed to increased savings in the following markets:

- Boston-San Francisco, 30% off of Y class.
- Boston-San Jose, 30% off of Y class,
- JFK New York-San Francisco, 30% off of Y class.
- Boston-Los Angeles, 30% off of Y class.
- Boston-Dallas/Fort Worth, 20% off of Y class.
- Boston-San Diego, 30% off of Y class.
- Boston-Orange County, 30% off of Y class.
- Boston-Seattle, 30% off of Y class.

Delta is IDG's third largest provider of airline travel and is a partner with the American Express corporate card Membership Miles program.

Reminder

IDG Corporate Travel is currently negotiating discounted hotel rates for the 1998 fiscal year. If there is a particular hotel that you frequent, please feel free to contact us.

Did You Know...

- **Delta, Continental, American, United Airlines and USAirways have raised their fees** from $50.00 to $75.00 per ticket for voluntary changes to nonrefundable tickets for travel within the U.S. and Canada. It is likely that other airlines will follow suit.

- **Northwest Airlines has eliminated advance boarding passes.** This change was made in anticipation of the Computer Assisted Passenger Screening (CAPS) program, which is an automated profiling system that will require each passenger to check-in at the ticket counter or gate prior to their flight. As it stands now, the Federal Aviation Administration is requiring implementation of the CAPS system no later than Jan. 1, 1998 for all airlines.

  Please note: Advance seat assignments, including preferred seat assignments for premium customers, will be unaffected by this change.

- **Many hotels will offer promotional discounts** through the holidays, so when you check into a hotel, please verify that you have the best rate available. If you have any questions, please feel free to contact the IDG travel department.

IDG Road Warriors Beta Testing Online Travel Product

IDG Corporate Travel is working with a group of inveterate IDG frequent flyers to beta test the functionality and performance of Microsoft and American Express' joint interactive online travel booking product. This product allows the business traveler to make airline, hotel and car reservations 24 hours a day, seven days a week from a PC or laptop, and provides the following benefits to the corporate traveler:

• **Convenience**. Ability to make travel arrangements when most convenient for the traveler — from the office, home or while traveling on the road.

Ability to check flight schedules and flight status when on the road.

• **Cost Savings**. AXI will provide the traveler with the actual cost of the trip, inclusive of corporate discount programs, and will offer lower cost alternatives if available.

Corporate hotel and car rates are incorporated in policy compliance module that will allow the travel department to update travelers on promotional and seasonal rates.

• **Comfort**. With AXI's Seatpinpointer, travelers can choose the seat on the plane that is most comfortable for them.

City maps will enable the traveler to make informed decisions about hotel locations.

Access to destination information — including visa and passport requirements, weather and destination overviews.

IDG Corporate Travel is excited to have been chosen by the Microsoft/ American Express Implementation Team as the second company in New England and the sixth company in the U.S. to participate in this beta test program.

It is IDG Travel's expectation that AXI will become available to all employees as of Jan. 1, 1998, should the results of the beta test be satisfactory.

IDG Corporate Travel Manager Lyndsey Pomella writes this monthly column. If you have questions or suggestions for Lyndsey, contact her at tel: 508-820-8688 or e-mail: lyndsey_pomella@idg.com.

EXCELLENCE AWARDS

continued from page 1

TEAMWORK

"Senior Primary Research Analyst **Alan Farias** is always willing to go the extra mile and lend a hand to help others. His ability to handle so many diversified projects from different analysts and focus areas is especially impressive given the relatively short time he's been at IDC. [A nine-year IDG veteran who began his career at IDC, Alan returned to IDC in March after a long tenure at Computerworld]. Alan is always a pleasure to work with, and his long hours and dedication make all of his projects successful."

TEAMWORK

"IDC analysts and customers agree that **Chris Jarmul**, sales manager for strategic accounts, exhibits a high level of professionalism and enthusiasm that add value to IDC's relationship with software clients. She is always willing to go the extra mile and assist her colleagues. Chris is truly a quality team member."

SERVICE

"Kevin Hause, a senior analyst for the Personal Systems Group, is continually willing to go beyond the call of duty to provide an impressive level of support for both internal and external customers. He has received numerous commendations from colleagues describing his responsiveness, team spirit and exceptional customer service. Kevin's can-do attitude is a valuable asset."

REWARDS PROGRAM

continued from page 1

support from senior management for this."

There are now six major components of IDC's recognition program, including the following:

- **The quarterly IDC Excellence Awards Program** recognizes employees for outstanding performance and service and allows employees to nominate their peers' work and contributions to IDC. There are three Research and Consulting Awards (Business Development, Product Quality and Innovation); a Sales Excellence Award for the Salesperson of the Quarter; and two Operations and Administration Excellence Awards (Customer Service and Innovation). Similar Excellence Awards are being considered for IDC's international units.

- Established in 1985, the **James Peacock Memorial Award** honors not only James Peacock, a 15-year IDC vice president, but the IDC employee who "makes the greatest contribution in terms of organizing, conducting and communicating the results of IDC research to clients."

- **The 12 annual Sales Awards** range from Rookie of the Year to the Sales Champion Award.

- **Personal and Professional Milestones** recognize important stages in an employee's career, from births and weddings to employment anniversaries with IDC.

- **The Reward Toolkit** lets vice presidents and department heads provide instant recognition for jobs well done and includes such rewards as massage certificates, flowers and American Express Gift Cheques.

- **The Star Card Program** offers co-workers a way to immediately recognize the work of their peers. Star Cards are given to each employee at the start of the fiscal year, and the employees can present the cards to co-workers for outstanding teamwork. Quarterly and annual monetary awards are then given to the IDC employee with the most Star Cards.

Denim Day Helps Fund Cancer Cure

ELIZABETH BAPTISTE

FRONT ROW (L-R): CHERYL TOFFEL, DEB BROWN, HILLARY *DeMello*. *Middle row (l-r):* ***Julie Sheehan, Liz Chisholm, Ann Meleney***. *Back row (l-r):* ***Robin Cheung, Laurel Heske, MaryAnne Sinville*** *and* ***Janis Dempsey***.

On Friday, Oct. 10 — Lee National Denim Day — more than 850,000 participants helped fund the effort to find a cure for breast cancer by wearing denim to work in exchange for contributing just $5 toward breast cancer research and education. Some 90 IDC employees backed the apparel maker's cause. Since the 10th was also Casual Friday at IDC, they decided to make the event more interesting. "We had two contests," said **Elizabeth Baptiste**, IDC human resources representative. "We gave a $50 gift certificate to the person who wore the most denim and another to the one with the most creative use of the pink ribbon [signifying support for a breast cancer cure]."

IDC raised more than $600, which the IDC Matching Gift Program increased to a total of $1,200 toward breast cancer research. **Hillary DeMello** and **Liz Chisholm** won the gift certificates, Hillary for wearing nearly 10 denim items (including a denim pillow sham as a hat) and Liz for using the pink ribbon as shoelaces.

For more information on Lee National Denim Day, go to http://www.denimday.com.

• FOR SALE • FOR RENT • BIRTHS • MARRIAGES • PEN PALS • HOUSE EXCHANGES • FOR SALE • FOR RENT •

HOUSE EXCHANGES

IDG WORLD UPDATE's MARKETPLACE

BIRTHS

• PEN PALS • MARRIAGES • BIRTHS • FOR RENT • FOR SALE • HOUSE EXCHANGES • PEN PALS • MARRIAGES •

FOR SALE

• **Atomic ATC Premiere 198-cm skis**. New/unused. Salomon 850S binding. Excellent all-mountain ski (bumps, powder, crud, etc.) Rated by *Ski* magazine as "remarkably easy to turn in almost all conditions, good stability in long turns." High quality, Austrian-made cap ski with wood core. $275.

- Joe Rigoli, Computerworld, 508-628-4839
joseph_rigoli@cw.com

• **Canon Z115 35mm camera**. Point and shoot, looking to upgrade. Retails for $270, asking $190.

- Agnes Vanek, Federal Computer Week
703-876-5087, agnes@fcw.com

• **1987 Buick Regal T-Type**. 14K miles on remanufactured Olds 307 V8. Many new parts with receipts including Flowmaster exhaust, PROM, Pirelli P-300s, rebuilt carburator. Blaupunkt stereo. One owner. Looks and runs great. $3,695.

- David Waugh, Computerworld, 508-820-8142
david_waugh@cw.com

• **Furniture**. Teak dining room table and four chairs. Chairs upholstered in neutral color, $500. Armoire-style entertainment center. Pine with whitewashed exterior. 78-in. high. Subtle stencil on doors and sides. Fits TV up to 28-in. $500. Slate blue loveseat, $150. Unfinished oak computer desk with hutch, $300. All in excellent condition.

- Cheryl Asselin, CIO, 508-935-4740; casselin@cio.com

• **1992 Isuzu Rodeo S 4x4**. Five-speed 3.1 litre, six-cylinder engine; air conditioning; stereo with cassette; new clutch and exhaust system. Only 65K miles. Very well-kept truck in excellent shape. Asking $9,950.

- Jim Sullivan, IPS, 617-423-1366; jim_sullivan@idg.com

• **1994 Blue Discovery LandRover**. Excellent condition and maintenance. A/C, CD player, off-road package, 49,000 miles. Asking $21,500.

- Stephanie Legelis, CIO, 508-935-4433

• **1996 Chevrolet Corsica**. White, automatic transmission, air conditioning, power steering, power locks, power brakes, cruise control, AM/FM cassette player, 33K miles. $8,500 or best offer.

- Carianne Dube, IPS, 617-423-0235

HOMES FOR SALE

• Lakefront property on Lake Boone in Stow, MA. 180-ft. frontage with private beach, includes removable dock, 3 or 4 bedrooms, 2 baths, large fireplace, brand new eat-in-kitchen with formal dining room and lighted bar. Two-car detached garage, walkout basement with computer-ready office and workshop. French doors to 40-ft. four-season sunroom — great for entertaining, overlooks lake. Cathedral ceilings throughout. Large private wooded lot. Add-on possibilitites. Quiet street perfect for kids. Stow has four golf courses and many apple orchards. Great for commuters close to 290/495, routes 20 and 117. Top-rated school system. Appraised at $279,900. Asking $259,900. First option to buyer for second lot at $75,000

- Michelle Fuller, 508-628-4757
Ken Fuller, 508-935-4232

• **Home for sale in Wellesley, Mass**. Small home in area of larger homes. Ideal location. Private, level, 18,500 square foot lot with definite expansion potential. Move-in condition. $255,000.

- Roxanne Cartwright at 617-275-1800, ext. 6413

PEN PALS

• The son of *Computerworld* Editor **Julia King** is seeking a pen pal. Peter King Maynard is 10 years old. He's interested in computers, the Internet, books, sports and espionage. He's also an Animorphs fan. Contact Peter at julia_king@cw.com.

• The daughters of General Manager of IDG Venezuela **Peter Cernik** are both interested in pen pals. Daniela, 15, enjoys music, parties, pizza and books. Patricia, 13, likes music, pizza, books and art. Both girls have their own e-mail addresses and would enjoy chatting on the Web or mail correspondence. Contact Peter at cernik@cwv.com.ve, tel: 58-2-9527427, fax: 58-2-9533950 for their e-mail or mail addresses.

IDG/IDC Employees Get 30% Off Jewelry

Christmas Sale! 30% off on all gold and diamond jewelry (loose diamonds not included). Ask to have your settings checked and jewelry cleaned free of charge. Must present your IDC or IDG business card to receive sale price. Harry Beckman Inc., Jewelers, 333 Washington St., Suite 310, Boston, MA 617-523-3778. Open Monday-Saturday; evenings by appointment.

Please note: This will be the last Marketplace for 1997. The online version will continue to be updated on a daily basis and is available as part of IDG World Update Online. Check it out on IDG Central via Lotus Notes or the Web (http://idgcentral.com).

Clients Learn What's New at IDC

During the Global Research Advisory Council meeting in October, IDC Senior Vice President ***Vicki Brown*** *gave a presentation on "What's New at IDC." In an ongoing effort to provide comprehensive and focused research, IDC has made enhancements in five areas. Some examples:*

MORE PREDICTIVE AND OPPORTUNITY-FOCUSED RESEARCH

- Research focused on helping clients identify and capitalize on major areas of growth and opportunity in the industry, whether by region, by technology, by market segment (e.g. business vs. consumer) or by enterprise (i.e., small, medium and large businesses, etc.).

INTERNET RESEARCH LEADERSHIP

- Senior Vice President **Frank Gens** has been appointed head of a strategic research team of 38 dedicated Internet analysts and 150 contributors in the U.S., Europe, Latin America and Asia/Pacific.

FIVE NEW QUARTERLY PRODUCTS

- New research on high-performance midrange and technical servers, midrange servers, PC servers, workstations, and personal workstations.

18 NEW CIS PROGRAMS

- The new Continuous Information Service programs represent expanded research in services, telecommunications and the Internet, as well as more research in Europe and Asia/Pacific, including China.

INCREASED VERTICAL MARKET COVERAGE

- This includes a new worldwide vertical markets special study and Industry Insight reports on the banking, oil and gas and pharmaceuticals industries.

"CONVERGENCE" PROCESS FOR MARKET DATA

- IDC's goal is to provide improved data integration at the country, region and worldwide level.

IDC NUMBERS

# Employees: 650 (58% in the U.S.)

# Research analysts: 375

# Countries with IDC offices: 41

# Research areas: Nine (Components and Peripherals, Personal Systems, Systems, Software, Consumer, Networking and Telecommunications, Internet and Emerging Technologies, Channels, Services).

# Mentions in the U.S. press, Jan.-August 1997: 1,603 (nearest competitor was Dataquest with 992).

IDC

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ever for IDC.

Since Kirk Campbell was named CEO of IDC in 1991, the company has engineered an impressive turnaround, stemming the losses it incurred in the early '90s and posting ever-improving results in each subsequent year.

HILLARY DEMELLO

AT RIGHT: IDC PRESIDENT KIRK CAMPBELL DISPLAYS *the Forbes magazine cover created by his staff to honor his leadership in helping IDC achieve a record-breaking year.*

IW NETHERLANDS

continued from page 1

cess — not only generating extra revenues and profits, but also attracting new customers to *InfoWorld*. The Year 2000 research that was presented in the supplement was a joint IDG/IDC project, of which more are planned for *InfoWorld*," Molenaar said.

In addition to the KLM article and the survey, the supplement contained an array of user stories, general overviews, implementation templates and product comparisons all designed to give readers a comprehensive overview of the problem.

Teixeira said the company hit upon the supplement as a means of providing readers with more in-depth information about hot topics. Year 2000 compliance is becoming an increasingly important issue in the Netherlands where the government has launched a Year 2000 initiative aimed at informing both the general public and the business community regarding the potential problems associated with non-compliance.

For more information, contact Eric Verweij at: eric@idg.nl or Paul Teixeira at pteixeira@idg.nl.

IDC'S 1997 MILESTONES

- **IDC exceeds $100 million in revenue (57% of the revenue was in the U.S., 43% outside the U.S.)**
- **IDC grows 20%.**
- **Number of employees reaches 650 worldwide.**
- **User business grows 80%.**
- **IDCNet goes live.**
- **New flexible access and pricing debuts.**
- **18 new CIS programslaunch.**
- **Asia/Pacific research available electronically.**

NOTEWORTHY

PROMOTIONS

IDC's **Jackie McDonald** has been promoted to group operations manager for the Systems, Software and Storage (S3) Group. "In the three years that Jackie has been part of the S3 group, she has become an invaluable asset to not only the research programs that she supports but to the S3 operations team as well," said **Mary Gibbons**, director of operations. "Jackie is always willing to go above and beyond if a situation requires it and she is never too busy to help someone out. She is always pleasant, professional, and able to rise to any challenge that comes her way."

NEW EMPLOYEES

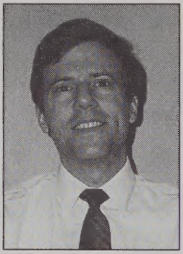
Junko Yairi joins IDC Japan as a network analyst in the Personal Systems and Communications department. Previously, she worked at Dataquest in Japan in a variety of editorial and analyst positions. She has a B.A. in business administration from Oregon State University in Corvallis and enjoys Kabuki and Noh opera, the latter of which she has been studying for three years.

Research Analyst **Misa Ooishi** has also signed on with IDC Japan's Personal Systems and Communications division. Prior to IDC she worked for a Japanese cordless phone manufacturer. She has an M.A. in economics, likes to travel and counts Uzbekistan as the most exciting country she's visited.

Previously with the Georgetown University Medical Center, **Jacqueline Dendievel** is *Federal Computer Week*'s new human resources director. She has a B.S. in public relations from Boston University, an M.B.A. with an international marketing concentration from Babson College in Massachusetts and an organizational development certificate from Georgetown University. Outside the office, she finds time for long-distance running.

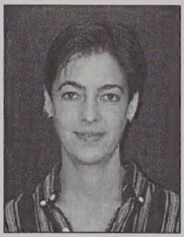
TYNAN

Katy Tynan joins *CIO* as an IS support specialist. She comes to IDG from Academic Press, a division of Harcourt Brace and Co. where she provided desktop and network support. She earned a B.A. in psychology from the University of Massachusetts/Amherst and enjoys hockey, sailing and gardening in her free time.

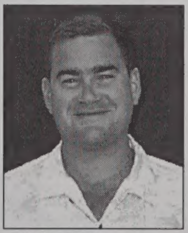

WOODALL

Also new with *CIO* is **David Woodall**, who comes aboard as the magazine's IS director. He was previously information technology director at Scios, Inc. in Mountain View, Calif. He has a B.S. in computer science/business data processing/systems from Taylor University in Upland, Ind., and enjoys music, science fiction and being an armchair movie critic.

Formerly a customer relations coordinator with Cablevision, **Lee Tuttle** joins *CIO* as an advertising traffic coordinator. She has a B.A. in communications from the University of New Hampshire and likes sports and arts and crafts.


FRIESEMA

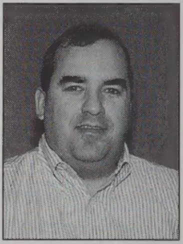
Sarah Friesema signs on at Web Publishing as an administrative assistant in the marketing department. She has a B.A. in English from the University of Wisconsin/Madison and is certified to teach English as a second language. "I have lived abroad teaching English in Spain, Singapore and Indonesia," she says. "I have also traveled independently in Central America, Africa and Asia. Now I'm working on staying put."


CARVILLE

Todd Carville comes to Web Publishing as a *SunWorld* account executive. He previously managed the Web sites for *Unix Review*, *Network* magazine and *Network VAR*. He has a business degree with a concentration in international business management from California Polytechnic in San Luis Obispo, Calif., and enjoys salmon fishing, surfing and hiking.

Formerly a free-lance Web site developer, **Andrea Duksta** signs on with *Network World* to do a similar job full-time. She has a B.A. in English from the University of Connecticut and has studied technical writing at Boston's Northeastern University.

Robin Schreier Hohman is *Network World*'s new senior editor. She has a dual B.A. in English and art history from the State University of New York/Stony Brook and when not wearing her *NW* editor's cap is writing *CORBA For Dummies* for IDG Books.


CHAMBERS

John Chambers joins *Network World* as a groupware technologist, coming from the State Street Bank and Trust where he was a senior systems analyst. He earned a B.A. in accounting from Northeastern University and a masters from Bentley College in Waltham, Mass.

VENIER

Jonathan Venier joins *PC Games* as a single-copy sales manager and was previously with Boston Common Press where he was the newsstand sales manager. He attended the College of the Holy Cross in Worcester, Mass., and majored in Spanish and enjoys cooking, reading and travel. He especially enjoyed his relocation drive cross-country from Massachusetts to California and visiting Graceland along the way.

Jenette Smith joins IDG Books Midwest as a sales assistant. She earned a B.S. in marketing from the University of Indianapolis and collects antiques.

Also joining IDG Books as a national accounts manager is Tennessee-based **Chelle Cox**. She was previously with Retailer Services, Inc. as a merchandise

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS

Laura Kunzmann - IDG Germany

FIFTEEN YEARS

Jayne Boyer - Publish
Pat Murphy - PC World

FOURTEEN YEARS

Jim Connolly - Computerworld

ELEVEN YEARS

Shannon Dolan - InfoWorld

TEN YEARS

Tony Membrino - IDC

NINE YEARS

Sally Reinfeld - IDG

EIGHT YEARS

Elizabeth Heichler - IDG News Service
Annika Fors - IDG Sweden

SEVEN YEARS

Jill Welch - InfoWorld
Geri Giovanni - IDG
Steve Fox - PC World

FIVE YEARS

Katherine Roco - IDC
Edward Julian - IDC
Pamela Murray - FCW
Michael Hamilton - Web Publishing
Scott Kleinman - IMS

FOUR YEARS

Lily Chou - IMS Taiwan
Carl Strolle - Web Publishing
Paula Redden - IDC
Sean Weglage - Network World
Elizabeth Finkelstein - IDG Books

THREE YEARS

Matthew Toolan - IDC
Tim Greene - Network World
Kelley Anderson - IDG Books
Gregory Croy - IDG Books

TWO YEARS

Catherine Chebat - IDG France
Lisa Puccio - CIO
Stacie Sieber - IDG
Daniel Niven - IDC
Edward Buckingham - IDC
Deborah Lovell - Network World
Tim DeMeo - Network World
Jamie Eckle - Computerworld
Jessica Abude - Computerworld
Mark Cobb - IDC U.K.
Ian Darbyshire - IDC U.K.

ONE YEAR

Tess Lai - IMS Taiwan
Kemalettin Bulamaci - IDG Turkey
Joy Dietrich - IDG News Service
Frode Rognerud - IDG Norway
Kate Thomas - IDG Australia
Paul McNarmara - Network World
Mike Draper - Network World
Aimee Damiani - Network World
Michael deOliveira - IDG Books
Matt Lusher - IDG Books
Tricia Morrissey - IDG Books
Teresa Drenth - IDG Books
Diana Chatwin - IMS/EMEA
Andrea Banko - IDG Germany

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manager and account manager.

DULFU

Catalin Voda Dulfu is IDG Books latest design manager. His previous job was as an art director/design manager with Sybex, Inc. He has degrees in visual communication and psychology from the University of Oregon, gardens, cycles and hikes in his free time and recently created two four-color, direct-to-plate books completely by himself.

HURLEY-CLEVENGER

Editorial Assistant **Elizabeth Hurley-Clevenger** also works in Foster City. Previously an account coordinator at Blanc and Otos Public Relations, she has a B.A. in English literature from Holy Names College in Oakland, Calif. A recent newlywed, she enjoys gardening, reading, working out and decorating in her free time.

Metcalfe, Bradner, McCreary Crack Boston's Internet Top 40

KERRY BRETT

WITH IDG CHAIRMAN PAT McGOVERN (LEFT) AT HIS SIDE, IDG *Vice President of Technology* ***Bob Metcalfe*** *mugs for the camera during a reception he hosted this month to honor the "Top 40 Internet Players in Boston." Each year* The Improper Bostonian *magazine ranks local individuals according to their power and influence on shaping what's on the Internet and where it is going. The list is based on phone interviews with people in the industry to get their perception of who's the most "wired" in Boston. Metcalfe retained his No. 2 ranking from 1996. Scott Bradner, a senior technical consultant at Harvard University and a* Network World *columnist, was No. 8.* CIO *Editorial Director* ***Lew McCreary*** *was No. 17.*

CELEBRATING 10+

Micaela I. de Almeida

HOME: Hong Kong

JOINED IDG HONG KONG: December 1983, traffic coordinator.

CURRENT TITLE: Publisher/Co-Managing Director, IDG Hong Kong

MOST CHALLENGING PART OF YOUR JOB: Solving problems in general especially people's problems, because there are no two people alike or a formula to follow.

BEST PART OF YOUR JOB: Dealing with people from different walks of life and being information providers of the ever-changing technology and implementing it in the work place. Coming up with solutions that are cost effective and timely.

LATEST ACCOMPLISHMENT: Winning the Chairman's Award for Largest Gain in Market Share for a publication *(Computerworld Hong Kong).*

MEMORABLE WORK MOMENT: Learning that some business acquaintances had long thought that **Melvyn Bennett** (also publisher/co-managing director of IDG/HK) and I were a couple!

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? I found working for IDG to be so challenging, interesting and gratifying. Having a sense of belonging is what keeps people at IDG where they can enjoy teamwork and take a "Let's try it attitude," so the work is always evolving into new and interesting challenges.

INTERESTS OUTSIDE THE OFFICE: Animals, tenpin bowling, painting with acrylic or watercolors, drawing and rearing tropical fish.

IDG CHAIRMAN PAT McGOVERN ESCORTS IDG HONG KONG *Co-Managing Director* ***Micaela de Almeida*** *to dinner at Hong Kong's Mandarin Grill Room in recognition of her years of service to the company.*

FAMILY: Anton and Anton, Jr. (both Pomeranians) ages 10 and 6, respectively.

WORDS TO LIVE BY: "Without stress in my life, my life would be empty." — Words taken from a poster I once had, but may I add that the stress level shouldn't be intolerable. Or the one that I always say to the staff when they're pressured: "Keep calm, cool and collected," and "The tongue is sharper than a two-edged sword."

WHAT OTHERS CAN'T TELL JUST BY LOOKING AT ME: My nationality (Portuguese, Scottish, Chinese and Indian).

RETIREMENT DREAMS? Visit some of the places that I haven't had the chance to visit yet such as Greece and Egypt, see all of the world's seven wonders. Have a comfortable house somewhere in the country, to be close to nature so that I can slow down the pace of my life and appreciate the smaller and finer things in life that mother nature has to offer.

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

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COMPUTERWORLD, INFOWORLD CANADA UNITE TO CONQUER PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

ROCS '97 Packs a Punch

Microsoft
Office

IDG ROMANIA GENERAL MANAGER ***Mihaela Gorodcov*** *and Iustin Tanase, president of Romania's National Commission for Informatics, at the opening ceremonies for ROCS '97.*

The third annual Romanian Computer Show (ROCS) once again commanded the attention of the Romanian IT market with an impressive array of product introductions, seminars, workshops and con-

• CONTINUED PAGE 5 •

Solutions Integrator Aims to Fill a Market Gap

IDG's 11th Corporate Value could be "Find a niche and fill it." This is just what IDG's newest print magazine has done. *Solutions Integrator* is aimed at technology's new breed of value-added resellers (VAR), systems integrators, IT consultants and independent software vendors (ISVs) who need to evolve their business as the technology they deal with grows increasingly complex.

"We are not going after the traditional resellers," said *SI*'s Senior Marketing Manager **Catey DeBalko**. "We coined the phrase 'solutions integrator' for those who provide mid-tier companies [100 to 1,000 employees] and divisions of Fortune 500 companies with complex technology solutions. We, in turn, provide them with the information on the changing channel dynamics of high-end technology to help them manage and grow their business."

DeBalko defined "solutions integrators" as a group made up of value-added resellers, IT consultants, systems integrators and ISVs. The 'channel' itself is "the way technology is distributed from vendor to end user," she said. *SI* will provide critical information on technology assessment, selection and implementation, IT buying practices and plans, business models, vendor technology guides and vertical industry opportunities.

CATEY DEBALKO

AT THE NOV. 13 LAUNCH PARTY IN *Boston, (left to right) Solutions Integrator VP/Sales* ***Steve Twombly****, SI Editor-in-Chief* ***John Russell*** *and IDG President* ***Kelly Conlin*** *show off the premier issue. Each of the 60 guests received a bottle of champagne with a custom SI logo. The day before, more than 45 clients celebrated with SI staff at the San Jose Museum of Art, where they viewed the first issue literally "hot off the press."*

"We have determined that there is a unique audience of solutions integrators whose information needs are not currently being met. There are, however, two long-standing publications from CMP that cover the channel which we will compete with for overall category ad pages, but our editorial and market positions are very different," DeBalko noted.

"*Computer Reseller News* is a news-

• CONTINUED PAGE 5 •

IN BRIEF

IDG.net Adds Four New Technology Channels

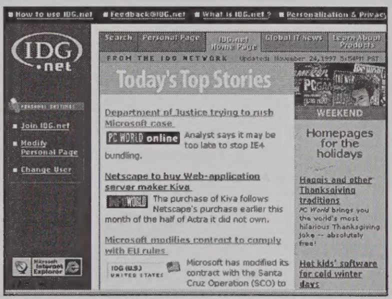
IDG.net (http://www.idg.net) has added four new content channels: Electronic Commerce, Year 2000 Issues, Intranets/Networking and Enterprise World to its Personal Page bringing the total number of available channels to 19. Other channels include Mac Focus, Careers and Management, Personalized News and Home and Family Computing. IDG.net users may customize their Personal Page by selecting up to six channels, saving time by providing quick access to areas of special interest. Selections may be modified at any time.

IDG.net's Personal Page is one of four time-saving services offered by IDG.net. Others include:

- Smart Search: a search engine designed to make finding technology information on a specific topic easier.
- Learn About Products: a tool that puts reviews, news and case studies of any product category just one click away.
- Global IT News: the Web's most comprehensive source of technology news, organized for easy access by region. 🖳

IDG.net's "Weekend Edition" Expands Offerings

IDG.net last month broadened its horizons with the launch of Weekend Edition, a special section appearing each Friday showcasing IDG's wide array of gaming, home, small-office, home-office and family computing content. The section will feature content from such sites as *PC Games*, *The Web* and *GamePro*, as well as home and recreation-oriented sections of *PC World* and *Macworld*. Weekend Edition will also deliver to readers information on topics such as safe Web access for children, reviews of products for home offices, computing and personal finance, computing and health, and management of computing careers. Weekend Edition will be available from the home page of IDG.net (http://www.idg.net) and will occupy the position filled during the workweek by Spotlight On, IDG.net's compendium of stories on a key computing industry topic. 🖳



FROM THE IDG NETWORK Updated: November 24, 1997 5:54PM PST

Today's Top Stories

Department of Justice trying to rush Microsoft case

Analyst says it may be too late to stop IE4 bundling.

Netscape to buy Web-application server maker Kiva

The purchase of Kiva follows Netscape's purchase earlier this month of the half of Actra it did not own.

Microsoft modifies contract to comply with EU rules

Microsoft has modified its contract with the Santa Cruz Operation (SCO) to

Homepages for the holidays

Haggis and other Thanksgiving traditions

PC World brings you the world's most hilarious Thanksgiving joke -- absolutely free!

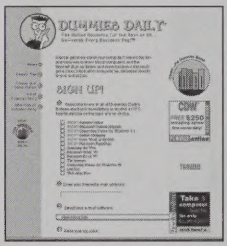
Hot kids' software for cold winter days

IDG.NET'S WEEKEND EDITION *appears in the far right column of the site's home page and focuses on the "lighter" side of computing.*

PCW Online Adds Six Dummies Titles to E-mail Lineup

What's the keyword for the Rosie O'Donnell site on AOL? Hey, what's a keyword? Leave it to the Dummies to know.

Responding to subscriber demand, PC World Online and IDG Books Worldwide, the publisher of the popular "...For Dummies" books, last month launched six new Dummies Daily titles, covering topics from America Online to shopping online. Started in June, Dummies Daily's free e-mail newsletters already boast more than 270,000 subscriptions.



Based on new, original content from the editors at PC World Online and IDG Books, the new titles will cover: Online Shopping, Nerd Word of the Day, America Online, Windows 3.1, Microsoft Front Page, and Microsoft Outlook Express.

"We're finding that there is a huge audience out there for the type of fun, fast, and reliable information that Dummies Daily provides," said **Thomas Gewecke**, publisher of PC World Online Services Group. "We will continue to meet that demand by providing our readers with the best consumer-oriented and professional advice available on the Web."

PC World Online Services Group is the Internet's largest publisher of e-mail-driven information. More than 1.9 million copies of its 42 TipWorld and Dummies Daily newsletters are read by more than 540,000 subscribers per day. Readers can subscribe to Dummies Daily for free at http://www.dummiesdaily.com. 🖳

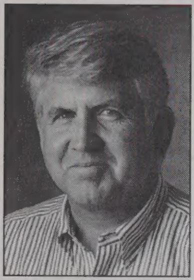
SHORT TAKES

IDG has once again been named to Forbes 500 Top Private Companies, coming in at an impressive No. 81, up from No. 97 last year. Rankings are based on revenues and appeared in the publication's Dec. 1 issue. The list can be viewed online at: http://www.forbes.com. While you're there, check out the article, "IDG: Borderless Billions," which appeared in the magazine's Nov. 20 issue.

■ ■ ■ ■ ■ ■ ■ ■ ■ ■

IDG announced last month that its total Web offerings now total 200 publications in 52 countries around the globe. Recent additions include *Computerworld Colombia*, *Macworld France* and *JavaWorld Japan*.

ON LINE



BOB METCALFE

IDG's vice president of technology is this week's guest columnist.

Q What are your responsibilities as IDG's VP of technology? Do you advise IDG business units on how to best use IT?

A Vice president of technology is a great title, and I'm delighted to have it, but it does sometime lead people to believe that I am IDG's chief information officer, which is not the case. By the way, who is IDG's CIO? To be clear, I have not fixed an Ethernet card in 15 years and still don't use Notes on my Macintoshes.

What I am is a technology pundit, and my beat is the Internet. My main job is writing a weekly Internet column for *InfoWorld*, and I watch my readership numbers like a hawk. I hit 570,000 average weeky readers last year and am on tenterhooks waiting for *InfoWorld*'s upcoming readership study.

I also give speeches about the Internet at mostly IDG conferences. And I organize conferences. I just took over as executive producer of Agenda, IDG's 11-year-old annual invitation-only computer industry executive conference. I'm working on a new annual invitation-only conference about the convergence of the Internet and telephone, equipment and services industries. I hope to organize an IDG conference near our home in Maine during 1999 about the use of information technology in education.

And I'm not looking for more to do.

I understand you're planning a worldwide tour to talk about the Internet. What's that all about? How will your appearances benefit IDG?

Yes, early in 1998, I'm going to speak in more than 20 cities around the world about my favorite subject, the future of the Internet. The tour is being organized jointly by IDG and the Massachusetts Institute of Technology, where I am 1997-1998 president of the alumni association. I plan that IDG will benefit from a connection with MIT and vice versa.

This tour is the hardest kind of punditry for me because it requires that I move my enormous old jet-lagged body through numerous airports and hotels around the world. I assume that my appearances will benefit IDG by attracting the attention of readers and advertisers to IDG's various far-flung enterprises. If not, I'm happy to cancel, just let me know (metcalfe@infoworld.com). The more than 20 cities were chosen by me after combining priority lists collected from MIT and IDG. I'm very sorry I can't go to all the cities in the 75 countries IDG calls home.

> *I expect that Pat McGovern will during the next five years come back from visiting all the cities in all 75 countries that IDG calls home and stop by his office in Boston long enough to pick up his mail.*
>
> **Bob Metcalfe**

What kind of company do you expect IDG to be in five years?

In five years IDG will be pretty much the same company, only much bigger, and with a substantially greater percentage of revenues from numerous highly targeted, integrated print-plus-online publications and from conferences and expositions. Also, I expect that Pat McGovern will during the next five years come back from visiting all the cities in all 75 countries that IDG calls home and stop by his office in Boston long enough to pick up his mail.

What is the controversy about the Internet Protection Act of 1997?

In this post-Cold-War Information Age, governments are losing power to markets, but they're not planning to decentralize without a fight. Politicians everywhere are trying to figure out how to get their grubby hands on the Internet. They want to protect Internet users from pornography, from junk mail, from fraud, from high prices, from low prices, and from not being able to pay taxes conveniently. IPA97 is just another in a long series of proposed laws that start out with the best of clueless intentions, get warped during what we optimistically call the legislative process, and then have to be substantially revised, or worse, as in the defunct Communications Decency Act, expensively overturned in the courts. No way around it. We just have to pay attention each step of the way. But look on the bright side — more work for pundits.

EXPRESS YOURSELF!

If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

Tell us what you're thinking. Send an e-mail to world_update@idg.com.

ComputerWorld Canada Bulks Up Following *IW Canada* Merger

ComputerWorld Canada is being positioned as a "super-publication" now that it incorporates *InfoWorld Canada*, and advertisers have embraced the new format. After just three issues, *ComputerWorld Canada*'s ad sales are 35% above projections.

COMPUTERWORLD

THE VOICE OF THE I.S. COMMUNITY

Royal banks on its data

Many will survive SOE war

NetPC not in IBM plan

Free software has high price

Laurentian Technomedia, Inc. (LTI) decided to merge the publications after it became apparent that the two audiences increasingly overlapped. Once geared toward end-users and business managers, *InfoWorld Canada* was losing ground as *ComputerWorld Canada*'s readership, IS professionals, regained their decision-making power for the purchase of IT products and services.

"*ComputerWorld Canada* is effectively a new publication, serving the key readers from the two founding publications," said **Andy White**, LTI's group publisher and COO. "Rather than taking piecemeal items from each publication, this was more of a group re-think and relaunch to better serve the MIS professionals and managers supporting day-to-day business and enterprise solutions."

Revitalized design

The new *ComputerWorld Canada* debuted on Oct. 10 with a circulation of 45,000, 10,000 higher than its closest competitor. It features a revitalized design that incorporates more graphics and color-coded sections to aid browsing.

The *CW Canada* staff sends its thanks to **Mitchell Hayes**, associate art director/news at *Computerworld* U.S., for the considerable time he spent critiquing the old and new looks for *ComputerWorld Canada* and coming to Toronto to assist with the redesign.

Editorially, *CW Canada*'s stories are much shorter than before, and the number of jumps dramatically reduced. A new element called News Thread appears on every full news page and includes a collection of easy-to-absorb smaller news items.

There are also new editorial departments. Solution Builders targets applications developers, and IS Strategies focuses on helping IS managers work with their staffs as well as non-IS professionals. The editorial/opinion section has grown to two pages, and a new section, Logging Off, introduces a little levity with lighthearted news and entertaining tidbits.

White said the company's fears about losing a small number of *InfoWorld* advertisers with the merger proved unfounded. "We were very pleased to discover that, with the exception of IBM [which was already running its maximum allocation with *ComputerWorld* and couldn't run more], all *InfoWorld* advertisers moved across to *ComputerWorld*."

Because *ComputerWorld Canada* is published twice a month and *InfoWorld Canada* was monthly, advertisers who were common to both publications either doubled up their ads in *CW* or increased ad size.

The new *CW Canada* has polished its image as well as padded LTI's pocketbook. Its primary competitor is planning to go from every other week to weekly in 1998, despite having received mixed signals from the industry. White anticipates that *CW Canada*'s rival will shrink in size as it becomes a weekly, while *CW Canada* has increased its page count. "We are very well aware that in the Canadian market, the physical size of the publication goes a long way to influence the buying decision," White noted.

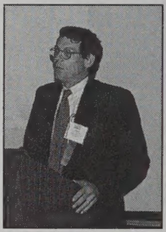
For more information, contact Andy White at andrew_white@lti.on.ca.

IDG Sponsors Asia Marketing Conference

IDG raised its prominent profile in the high-tech marketing arena recently by sponsoring and providing speakers for a major international marketing conference.

Marketing 2020, presented by Advertising Age International and the International Advertising Association, is a conference series with pan-regional and category-specific themes. At the series' first Asia-centric session on Nov. 5-6 in San Francisco, IDG shared the sponsorship spotlight with CNN International and well-known publications such as *Fortune*, *Time*, *BusinessWeek*, *The Economist*, *Newsweek* and *The Journal of Commerce*.

Al Furst, Asia consultant for IDG Marketing Services, spoke on IT marketing in China. **Frank Cutitta,** managing director/international for IDG Marketing Services, moderated a panel that explored how IT companies should adapt their message to local markets while creating a global brand image.



VOLKER HEISTERMANN

IMS' AL FURST *discusses IT market issues in China.*

Close to 250 IT marketers from vendors and multinational ad agencies attended the event, and a majority were IDG clients. IDG offered IMS clients with worldwide or Asian responsibilities a discounted price.

"By sponsoring events such as this, IDG not only gets great exposure in front of key customers but the chance to demonstrate our expertise on the best ways to market IT products globally," said IMS President **Peter Horan**. "This conference is particularly appropriate because it is focused on Asia, a region where IDG is very strong."

For more information, contact ***Volker Heistermann*** *of IDG Marketing Services at volker_heistermann@idg.com.*

Job Opportunities

Monday, December 1, 1997

ADVERTISING SALES ASSOCIATE (CIO)

CIO is looking for a high energy individual to provide sales support to the Southern California sales office located in Newport Beach, CA. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and rfp's. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience. Location: Newport Beach, CA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

SENIOR DESIGNER (GAMEPRO)

This position will be relocating to San Francisco. Responsibilities include design and layout of editorial content for GamePro Media Group's print and online products. Minimum 3 years experience working in a design/ad agency, publishing or an equivalent creative, deadline sensitive environment. Four color Macintosh design proficiency, knowledge of prepress and desktop publishing, and skilled in Illustrator, QuarkXPress, and Photoshop a must. File archive management and staff supervision. Self-motivated, spontaneous, organized, creative, and accurate, with a desire to be part of a fast paced, entrepreneurial team. Location: San Mateo, CA
Contact: F. Mao, Fax: 415-349-5279, Phone: 415-286-2518, Email: fmao@gamepro.com

ONLINE PRODUCER (GAMEPRO)

Responsibilities include: Generating HTML webpages, Chat Room and Message Board policing, responding to incoming emails, aiding in the design and implementation of web site pages, general site up-keep, and posting content online. Position requires: Minimum of 2+ years of HTML experience, must show URLs of prior experience, ability to handle multiple projects and prioritize effectively, Macintosh, Windows 95/NT required and UNIX knowledge, and familiarity with Photoshop and creating web graphics. Familiarity with Photoshop and web graphics. Design background a plus. Location: San Mateo, CA
Contact: F. Mao, Fax: 415-349-5279, Phone: 415-286-2518, Email: fmao@gamepro.com

PRODUCTION COORDINATOR (GAMEPRO)

Responsibilities will include layout of editorial content for our print and online products. You will receive, process, and assure the quality, timeliness, and integrity of the flow of all electronic files and pre-press materials between Editorial and Design departments. Must be experienced in 4 color desktop publishing, and be knowledgeable of the pre-press process. Minimum of 2+ years desktop publishing experience and four color Macintosh production proficiency including knowledge of QuarkXPress, Photoshop, Illustrator, and Microsoft Word. Self-motivated, spontaneous, organized, creative, and deadline-sensitive with the desire to be part of a fast-paced entrepreneurial team. Location: San Mateo, CA
Contact: F. Mao, Fax: 415-349-5279, Phone: 415-286-2518, Email: fmao@gamepro.com

ASSOCIATE CREDIT ANALYST (IDG)

The individual in this position will be responsible for the collection of accounts receivable for assigned business units. They will achieve this through telephone contact, written correspondence, and personal visits as needed. Responsibilities will also include coordinating the flow of paperwork for incoming mail, credit, and debit memos, lockboxes, and reviewing customer statements, as well as involvement in resolving billing discrepancies and monitoring payment records. The ideal candidate must be customer focused, possess strong organizational and communication skills, have a BS and 1-2 years experience in a credit/collection environment. Some travel is required. Location: Framingham, MA
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

HUMAN RESOURCES CLERK (IDG/B)

Immediate need for a temporary assistant in the Human Resources department. Must know Word, Excel, and have a strong desire to work in the Human Resources department. Will help with resumes, faxes, contracts, screening, filing, etc. This is a 2 to 4 month assignment. Location: Foster City, CA
Contact: T. Stuart, Fax: 650-655-3206, Phone: 650-655-3101, Email: cajobs@idgbooks.com

ACQUISITIONS EDITOR (IDG/B)

Position exists to expand Dummies Tech Press, and is responsible for acquiring authors, networking, research and development, and marketing activities pertinent to the product. Qualified candidates will have a minimum of 3 years of acquisitions experience. Book publishing experience is preferred and specialists in travel books are encouraged to apply. Location: Indianapolis, IN
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

EDITORIAL ASSISTANT (IDG/B)
Provide materials and research as needed to Publisher, Acquisition team, Editorial team, and Marketing team. Assist in review of manuscripts and page proofs, the routing of marketing materials, and the preparation/coordination of sales conference materials as appropriate. Responsible for administrative duties such as copying, filing, faxing, correspondence, and maintaining logs and directories. Strong organizational skills along with excellent oral and written communication skills. Computer proficiency in Excel, Word, and ACT, PowerPoint, Access, and Pagemaker. College degree preferred and some general office experience.
Location: Indianapolis, IN
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

MEDIA TECHNICIAN (IDG/B)
Primary responsibility will be to coordinate the production of CDs that accompany computer books. Gather appropriate software/utility programs, demos, etc., burn master CD, and perform appropriate testing to assure functionality, or coordinate testing with outside vendor. Must have two years' experience in IS, tech support, or in the production of CDs; strong project management and organizational skills, proficient on both PC and Macintosh platforms, detail oriented and flexible within tight deadlines.
Location: Foster City, CA
Contact: Chris Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

FINANCIAL ANALYST (IDG/B)
Will act as consultant and finance support to the various operations and administrative departments. Responsible for thoroughly analyzing fulfillment activity and making recommendations relating to the contractual services being provided. Excellent analytical and communication skills are required. Computer literate with strong spreadsheet skills. BA/BS in Accounting/Finance or equivalent and 2-4 years of financial analysis a must; experience in publishing and/or distribution industry preferred. Location: Indianapolis, IN
Contact: M. Boese, Fax: 317-596-5240, Phone: 317-596-5436, Email: injobs@idgbooks.com

PRODUCTION ARTIST (IDG/B)
Position will be responsible for supporting the design team at all stages of production, such as designing and revising books covers, preparing comps and readying electronic files for output. Other responsibilities include: archiving of completed cover files and the creation of tiffs and other files to support marketing. Requires 2+ years solid production design skills; proficiency in QuarkXPress, Photoshop and Illustrator. Location: Foster City, CA
Contact: Chris Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

MARKET RESEARCH/REPLENISHMENT SPECIALIST (IDG/B)
Provide research/analysis of sell-through and inventory data for key accounts and identify sales trends of books. Requires a BA/BS in Finance or Business. Needs experience in inventory tracking and management, forecasting, and analysis. Proficient with computers: Excel, Access, and R&R Report Writer. Knowledge of inventory distribution and publishing experience is preferred.
Location: Foster City, CA
Contact: T. Stuart, Fax: 650-655-3206, Phone: 650-655-3101, Email: cajobs@idgbooks.com

CONTRACTS AND BILLING COORDINATOR (IFW)
This position will document rates which company bills customer for ads. Primary function will be to ensure consistency of rate quoted by Sales Rep. The rate is defined in the contract and noted in the insertion order. Sales administration and billing background required. Reports to finance management. The successful candidates will have keen eye for detail, organization skills, and ability to work closely with Sales Department. Location: San Mateo, CA
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

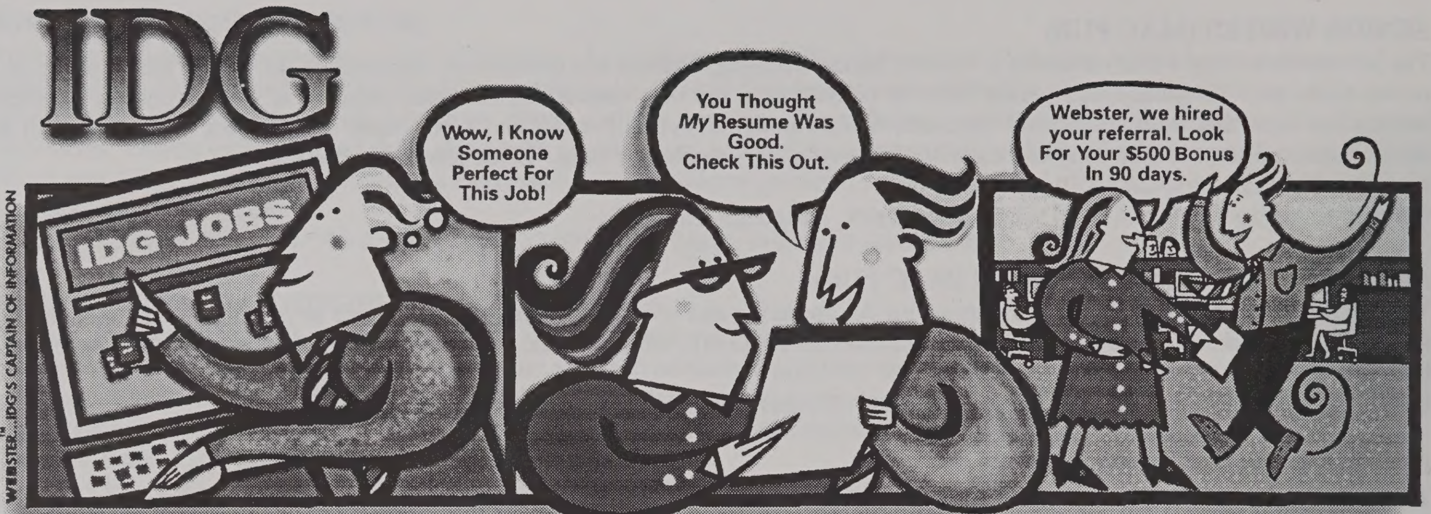
ASSOCIATE NEWS EDITOR (MAC PUB)
This person will be responsible for working with the MacWEEK news staff to identify and track daily Mac-related news stories. In addition, this person will monitor the wire services and the Web to identify breaking Mac news and write short news items for the MacWEEK Web page. Writing and editing ability, as well as excellent management skills, are a must. Knowledge of the Mac and of the Apple market is essential. Internet (particularly Web-development) skills are a plus. This person will also coordinate with the online news staff of Macworld magazine. Some travel may be required. Location: San Francisco, CA
Contact: R. LePage, Fax: , Phone: 415-243-3552, Email: rick_lepage@zd.com

EDITOR (MAC PUB)
The Editor will be responsible for implementing and managing the editorial direction of the publication and its associated Web site, in conjunction with the Publisher and Editor in Chief; managing a 27 person editorial staff; communicating the editorial mission outside to the vendor community. Candidate must have a background in print publishing, preferably for a newsweekly, with at least four years in a management position. Knowledge of the computer industry, especially the graphics and multimedia segments, is essential, as is demonstrated knowledge of the Macintosh market. Location: San Francisco, CA
Contact: R. LePage, Fax: , Phone: 415-243-3552, Email: rick_lepage@zd.com

SENIOR WRITER (MAC PUB)
The job entails writing 4-7 news stories a week on topics including database and productivity applications, as well as Mac desktop and server hardware. To qualify, this person must be familiar with the Mac market and computer industry as well as possess excellent writing and reporting skills. The ideal candidate will be an aggressive self-starter and newshound. In addition, this person will be able to turn in clean, accurate copy and meet deadlines on a daily and hourly basis. Some travel may be required.
Location: San Francisco, CA
Contact: R. LePage, Phone: 415-243-3552, Email: rick_lepage@zd.com

ASSISTANT CONTENT ENGINEER (MAC PUB)
The candidate for this position will be responsible for preparing and posting editorial content as well as developing and maintaining the MacWEEK website. This position requires knowledge of HTML, QuarkXPress, Photoshop, and FileMaker. Scripting experience is a plus. Location: San Francisco, CA
Contact: J. Bradbury, Fax: 415-442-0766, Phone: 415-975-2610, Email: jobopportunities@macworld.com

CONTENT ENGINEER (MAC PUB)
This ideal candidate will supervise the production and development for all online content for the Macworld and MacWEEK websites. This includes supervising 2 employees and developing backend CGI applications with some Netscape server and UNIX administration. This position requires knowledge of Perl, and Perl CGI scripting. Some familiarity with SQL, TCL, AppleScript, Filemaker, and C are desired. Location: San Francisco, CA
Contact: J. Julian, Fax: 415-442-0766, Phone: 415-978-3141, Email: jeff_julian@macworld.com


IDG
WEBSTER™...IDG'S CAPTAIN OF INFORMATION
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize — $1,500 **Runner Up** — $1,000

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________________

Applicant's Name: ______________________________

Position referred to: ______________________________

Company Name: ______________________________

Referred by: (Employee Name) ______________________________

Company Name: ______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ______________________________

Company Name: ______________________________

Referred Employee: ______________________________

Company Name: ______________________________

Date of Hire: ______________________________

Ninety Day Date: ______________________________

Charged to BU/Department# ____-___-_____-50300-___

H.R. Signature: ______________________________

Bonus check to be given to: ______________________________

Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com — IDG Careers

IDG CORPORATE BOVIARD STAR AWARD PROGRAM

IDG is pleased to continue the **Corporate Boviard STAR Award Program**! This award is designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results.

Awards are presented twice a year at the IDG Holiday Luncheon in January and at the IDG Corporate Picnic in July. Up to three awards are given each time.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR award selection committee.

The STAR award selection committee members are Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, Tax and Legal; and Tom Mathews, vice president, Human Resources.

- IDG Corporate Accounting
- IDG Corporate Support Center: (Chairman's Office, President's Office)
- IDG Marketing Services
- IDG Corporate Credit
- IDG Corporate Finance
- IDG Corporate Tax & Legal
- IDG Human Resources
- IDG Information Services
- IDG List Services
- IDG Research Services
- IDG International Publishing Services: (G&A, Licensing, IDG News Service, *IDG World Update)*

Please use the nomination form on the reverse side to nominate an IDG corporate employee who has provided exemplary service, teamwork and results for your operating unit. Corporate IDG employees may nominate other corporate IDG employees for this award. Please take a few minutes to nominate someone who is deserving of this special award!

Each **STAR** Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by December 19, 1997.
Please use the form on the reverse side.

BOVIARD STAR AWARD PROGRAM

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee.The names of award recipients will be announced at the annual Holiday Luncheon in January and published in the *IDG World Update*.

EMPLOYEE NAME: ______________________________

TITLE: ______________________________

DEPARTMENT: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK**?

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

NOMINATED BY: ____________________ DATE: __________
TITLE: ____________________

All nominations must be submitted by December 19, 1997. Send nominations to Kristen McPhillips, IDG Human Resources, 5 Speen Street, Framingham, Mass. 01701, via mail, interoffice mail or fax: 508-935-4600.

SOLUTIONS INTEGRATOR

continued from page 1

weekly focused on news and channel industry information. *VarBusiness*, which recently moved from monthly to biweekly distribution, is focused on news, product reviews and vendor information. We're a biweekly and more featured-oriented and business focused. Both CMP publications are also PC-centric, and we're higher up the food chain covering high-end, complex technology."

A new breed of VAR

According to DeBalko the biggest challenge the San Mateo, Calif.-based *SI* faces will be to prove its premise that there is a new breed of VAR. And while this may be a challenge, the concept behind *SI* has been very well received in the advertising community. The magazine currently has a controlled circulation of 90,000. The staff has had some help from other IDG business units, she said. "We are initially using the reseller circulation from *Computerworld*, *InfoWorld*, *Network World*, *Federal Computer Week* and the *CW* VAR database." She said there are 14 other IDG channel publications, but none are in the U.S.

"We've assembled a great staff with a lot of experience in the channel marketplace, both in editorial and sales," she said. The editorial team consists of Vice President and Editor-in-Chief **John Russell**, who comes from *Reseller Management*, Executive Editor **Tony Strattner** and senior editors **T.C. Doyle**, **Ken Yamada** and **Curtis Franklin**. Sales will be headed by up **Steve Twombly**, vice president of sales, who has held a variety of management roles with IDG and Cahners Publishing. **John Spensieri**, president of the Channel Services Group, is a recognized computer industry executive with over 20 years experience.

3Com's ATM Pitch • SAP's New Strategy • NC Mania
solutions integrator
Tandem Merger
Compaq's Big Bet
ALSO INSIDE
Web-based VPNs Are Hot!
Acclaim's Love Affair With Sun
Smart Cards...No Longer A Dumb Idea
Outsourcing's Seven Deadly Sins
Check Out New Integration Tools

Comdex debut

SI was launched at last month's Comdex trade show in Las Vegas. The first 120-page issue was distributed to 7,500 people attending the keynote address by John Chambers, president and CEO of Cisco Systems. Copies were also distributed at attendee registration on Tuesday at the Las Vegas Convention Center and at the Las Vegas airport's baggage claim from a table shared with *InfoWorld* so attendees could grab a copy while they waited for their luggage.

According to Spensieri, the advertising community responded well to *SI*, which ran ads from 3Com, Silicon Graphics, Compaq, Hewlett-Packard and IBM, among others.

Upcoming marketing plans for *SI* include sponsoring a series of four channel-focused events. The first will be in January in Miami and will target the Latin American market. DeBalko, who is organizing the events with Channel Services Marketing Coordinator **Courtney Moon** and a U.K. conference management company, said the two-day meeting will help vendors such as HP, Microsoft, Cisco Systems and others understand the Latin American channel marketplace more clearly.

For more information on Solutions Integrator *or on any of the Channel Focus conferences, please contact Courtney Moon at 650-294-7804 or via email at courtney_moon@idgchsg.com.*

ROCS '97

continued from page 1

ferences all organized under the banner, "IT Solutions for Business Success."

The show ran Oct. 22-25 at the World Trade Center in Bucharest. On hand at the opening ceremony were Iustin Tanase, president of the National Commission for Informatics, and Vasile Baltac, president of the country's IT and Communications Association, two of the most well-known figures in Romania's IT community.

Show organizer IDG Romania also used the occasion to announce that it is doubling the publishing schedule of *Computerworld Romania*, which will now appear weekly. Launched in October 1993, the publication has been produced every two weeks for the past four years.

Participants at ROCS '97 included the country's leading IT vendors. Among them, the local representatives for Microsoft, IBM, Oracle, ICL and Apple and local partners for Autodesk, Adobe Systems, Canon, Citizen, Corel, Epson, Fujitsu, Gateway 2000, Hewlett-Packard, Hitachi, Lucent and Siemens Nixdorf. Some 20 seminars and conferences, primarily focusing on the banking and accounting solutions critical to the country's economic reform, attracted more than 2,500 participants including high-ranking government officials.

For the first time, IDG Romania organized and presented two sets of prizes: The Excellence Awards and ROCS '97 Special Prizes. The Excellence Awards were given in recognition of outstanding efforts in the IT industry for specific categories including:

- Best-selling brand name (IBM Romania).
- Best-selling printer (Hewlett-Packard).
- Best effort in the fight against software piracy (Microsoft Romania).
- Most spectacular event of 1997: Launching Oracle 8 in Romania simultaneously with the worldwide rollout (Oracle Corp.).
- Best coverage of the IT market in a non-IT publication (Capital).
- Promoting of the IDG image in the local market (**Marius Mihalachi**, IDG Romania marketing manager).

Special Prizes were accorded to companies sponsoring conferences that best supported this year's theme of IT Solutions for Business Success. Winners included: A&C International, NET Consulting, INFRO, TotalSoft, SoftNet and Phoenix Software.

The show received widespread coverage in the local media — both print and television — and many of this year's exhibitors have already expressed their intention to participate in next year's event.

NOTEWORTHY

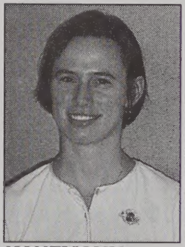
PROMOTIONS

Fred LoSapio has been promoted to director, Eastern region, from senior district sales manager for *Computerworld*'s Metro region. A 15-year veteran, he will continue to handle the New York and New Jersey areas.

Promoted to the newly created position of East Coast director for custom publishing, **Barry Cheney** will be responsible for creating custom publishing concepts for *CW* customers. He has a B.S. in economics from Kean College of New Jersey. His spare time is happily taken up raising three daughters with his wife.

John Bosso has been promoted from account executive to district sales representative, managing the northern counties of New Jersey, upper Manhattan and Long Island.

Five-year *CW* veteran **Jean Dellarobba** moves up from sales associate to senior sales associate and increases her responsibility in *CW*'s relationship with IBM, Ogilvy & Mather and Computer Associates.



KAUFMANN

InfoWorld's **Amanda Kaufmann** has been promoted to assistant managing editor. After graduating from the University of Arizona in Tucson with a creative writing degree, she worked in publishing in the Southwest before moving to the San Francisco area and joining *InfoWorld* in April 1996 as a copy editor. "Amanda distinguished herself almost immediately as highly organized but easygoing and was promoted to senior copy editor before stepping into her present role," said **Ross Owens**, *IW*'s executive managing editor. In addition to having a way with words, Kaufmann is also an accomplished painter.

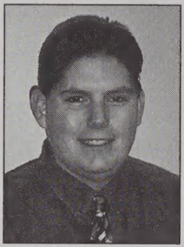
InfoWorld copy editors **Trina Fletcher** and **Susan Love** have been promoted to senior copy editors. In their new roles they will cross-train the copy desk staff in both print and online duties, as well as continue their regular copy-editing tasks.

Trina came to *InfoWorld* in April of this year as a copy editor and immediately took a proactive role," said **Amanda Kaufmann**, assistant managing editor. "Her untiring involvement in InfoWorld Electric has benefited the copy desk in the form of defined and streamlined processes — critical elements in dealing with this timely medium. Susan arrived at *InfoWorld* in March of this year as a copy editor and quickly exhibited her flair for working within a rigorous schedule. Her reassuring manner and multitasking abilities have made her an invaluable mentor within her department."

IDG WORLD UPDATE

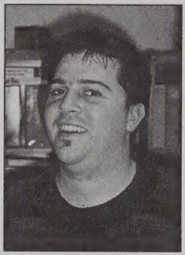
LOVE

NEW EMPLOYEES



McCAMAN

Previously an advertising coordinator at *PC Computing*, **David McCaman** is now an associate research analyst at *InfoWorld*. A UCLA graduate with a B.A. in history, he enjoys football and creative writing outside the office.



SIPE

Chris Sipe joins the *Publish* team as a systems specialist after temping with the magazine since June as an IS technician. He studied music performance at the University of North Texas and, not surprisingly, performs music in his spare time.

IDG WORLD UPDATE

PLONKA

InfoWorld has hired **Jennifer Plonka** as an editorial assistant. She was previously with the Cord Blood Registry where she developed database systems and wrote technical training materials. She has an associate of arts degree from St. Louis Community College, enjoys playing piano and guitar, rollerblading and hiking. She recently built her first PC from spare parts.

IDG WORLD UPDATE

DENNY

Andrea Denny comes to *InfoWorld* as a sales representative from Field Source, Inc. where she worked as a spokesperson. She holds degrees in political science and history from the University of California/Davis and relieves stress with cycling and tennis.

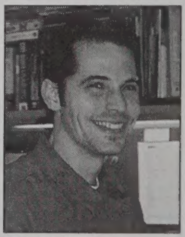
NELSON

GamePro's new assistant managing editor is **Maureen Nelson**. She comes to IDG from a position as managing editor at inquiry.com, a Web site for IT professionals. She earned a B.A. in liberal studies with a mathematics minor from California State University/Hayward. When not writing poetry, she is also a member of the San Francisco Webgrrls and spends time outside the office maintaining her 100-page Web site.

IDG WORLD UPDATE

HOVSEPIAN

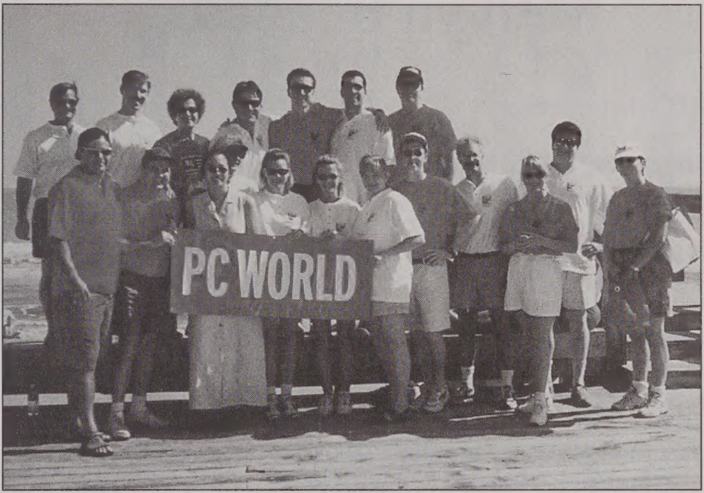
Lisa Hovsepian has joined *Network World* as a graphic designer. She was previously the graphics systems manager for the Boston architectural firm of Shepley Bulfinch Richardson and Abbott. Lisa has a B.A. in graphic design from Yale University and enjoys playing sports, especially basketball.



SADLER

At 501 Second Street in San Francisco, **Shawn Sadler** moves from longtime mailroom temp with IDG Office Services to a position as an editorial lab assistant with Mac Publishing. He served three years in the U.S. military and likes to snowboard when possible.

PC World Sales Team Gathers for Annual Meeting



SHORE LOOKS LIKE FUN! *The PC World sales team held its annual sales meeting in October in Hilton Head, S.C. Organized around the theme, "PC World: Lead Book on the Plan," the workshops and meetings spanned three days and focused on establishing PC World as the No. 1 book in the PC media market. Staff members unwound from all the hard work by participating in the "PC World Olympics." At left, participants gather to immortalize the moment. Back row (left to right):* **Jeff Edman, Duane Hampson, Judy Sutter, Michael Carroll, Kevin Normandeau, Wayne Silverman, Bob Ostrow**. *Front row (left to right):* **Bill Hanck, Greg Harney, Sandy Wong, Lisa Zimmer, Colleen Hirner, Kathy McKay, Christine McGovern, Bob Carrigan, Harvey Diamond, Carol Johnstone, Roy Kops** *and* **Nadia Maudsley**. *Not pictured:* **Thalia Karakitsios**.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-ONE YEARS

Claudiney Santos - IDG Brazil

SEVENTEEN YEARS

Susan Perry - Computerworld

SIXTEEN YEARS

Sylvia Stier - IDG Germany

FIFTEEN YEARS

Stephen Josselyn - IDC

FOURTEEN YEARS

Birgit Götz - IDG Germany

THIRTEEN YEARS

Chris Glenn - Computerworld
Klaus Uhe - IDG Germany

TWELVE YEARS

Klavs Andersen - IDG Denmark
Andrea Kühler - IDG Germany

ELEVEN YEARS

Gary Clarke - IDG Australia
Marianne Kraus - IDG Germany

NINE YEARS

John Rousseau - GamePro

EIGHT YEARS

Chip Zaborowski - IMS
Jean Kolak-Mercer - Computerworld
Susan Frankle - IDC

SEVEN YEARS

Constantino Cialfi - IDG Italy
Meryl Salter - IDC U.K.
Michaela Maack - IDG Germany
Stefanie Ferstl - IDG Germany
Jorge Garrido - IDG Argentina

SIX YEARS

Kelvin Gee - Mac Publishing
G. van Beek-Meynckes - IDG Netherlands
Nick van Leeuwen - IDG Netherlands
Marion Bauer - IDG Germany
Rosemany Trettel - IDC

FIVE YEARS

Mihály Sipos - IDG Hungary
Manuela Guerra - IDG Spain

FOUR YEARS

Andrea Zurek - Computerworld
Eric Huang - IDG Taiwan
Charmaine Conui - GamePro
Shelly Reimer - GamePro
Kathy Skaggs - GamePro

THREE YEARS

Jaroslava Neumannova - IDG Czech.
Emilia Borecka - IDG Czechoslovakia
Neal Weinberg - Computerworld
Ilva Schuring - IDG Netherlands
Jette Søe - IDG Denmark
Bill Manning - IDC

TWO YEARS

Jaroslav Lozinski - IDG Czechoslovakia
Pavel Kraml - IDG Czechoslovakia
Kate Angelone - Computerworld
Alison LePage - Computerworld
Judy Chou - IDG Taiwan
Sijmen Philips - IDG Netherlands
Jusztina Nagy - IDG Hungary
Mona Kolivas - IDG Denmark
Rune Michaelsen - IDG Denmark
Anna Yap - IDG Singapore
Alexander Hüls - IDG Germany
Leona Ching - GamePro/PC Games
Diane Elhilow - IDC
Julie Sheehan - IDC
Janis Dempsey - IDC
Hillary DeMello - IDC

ONE YEAR

Laurie Marinone - Computerworld
Stan Shpits - Computerworld
Karl Elken - Mac Publishing
Bay Lin - IDG Taiwan
Kate Price-Thomas - IDG Media (U.K.)
Staci Colacicco - GamePro/PC Games
Erin Gaffaney - GamePro
Elaine Starling - GamePro
George Chronis - PC Games
Mary Myrick - IDC
Tehmasp Parekh - IDC Hong Kong
Gigi Law - IDC Hong Kong

CELEBRATING 10+

Melvyn Bennett

HOME: Hong Kong

JOINED IDG HONG KONG: October 1984 as regional sales manager.

CURRENT TITLE: Publisher and co-managing director, IDG Hong Kong.

BEST PART OF YOUR JOB: Working with a great team here and being able to help sort out most of the problems that arise from time to time.

LATEST ACCOMPLISHMENT: Receiving the Chairman's Award for Largest Increase in Market Share for a Publication in FY97 (*Computerworld Hong Kong*).

WHEN YOU STARTED, DID YOU THINK YOU'D BE HERE FOR 10 YEARS? No, but it did not take too long for me to change my mind.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? Pat McGovern and the way he runs IDG. After this anywhere else would only be going downhill.

BEST COMPLIMENT YOU'VE EVER RECEIVED ON YOUR WORK? The unspoken one, observing people read our publications on public transport, in their offices, etc.

INTERESTS OUTSIDE THE OFFICE: Animals, animal welfare, reading, cooking, gardening, music.

DREAM DESTINATION: Touring around the Middle East

IDG CHAIRMAN PAT McGOVERN ESCORTS IDG HONG KONG *co-managing director* ***Melvyn Bennett*** *to dinner at Hong Kong's Mandarin Grill Room in recognition of his more than 10 years of service to the company.*

FAVORITE QUOTATION: A biblical one: 'The tongue is sharper than any two-edged sword.' In other words, always, always think before you say anything, as you can never make it unsaid.

FANTASY JOB: Writing crime and/or historical fiction books.

FIVE PEOPLE — LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY? William Shakespeare, Robin Maughan, Agatha Christie, Daphnie du Maurier, Tennessee Williams — all writers.

FIRST JOB? Shop assistant at a hardware shop.

WHAT OTHERS CAN'T TELL JUST BY LOOKING AT ME: There is a thin person hidden inside me, and I'm trying to find him!

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 27, Number 49

December 8, 1997

IDG AND DEC SIGN $500K GLOBAL WEB AD AGREEMENT
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FORMER IDG EXECUTIVE AXEL LEBLOIS TAKES THE REINS AT EXECUTRAIN
PAGE 2

IDC CROWNS 1997 SALES CHAMPIONS AT KICK-OFF MEETINGS
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

E-Commerce Takes Center Stage at ICE Singapore

ICE
Official Business Publication
Supporting Publications
COMPUTERWORLD
MIS
EUROTRADE
Official Internet Service Provider
Official Web Site Developer
SINGNET

DENNIS PHILBIN, VICE PRESIDENT/ *general manager of IDC Asia/Pacific, moderated a panel on electronic commerce that featured Saw Ken Wye (right), managing director of Microsoft Singapore.*

Organiser
IDG WORLD EXPO
Supported by
IEEE
IDC

THE ICE CONFERENCE TEAM *(left to right):* ***Rosalynn Chua****, director, IDG World Expo/Asia;* ***Rita Goh****, project executive,* ***Ong Ngee Ming****, conference manager.*

Singapore's first Internet Commerce Expo (ICE) on Oct. 21-24 proved to be the definitive Internet conference in Southeast Asia. Organized by IDG World Expo/Asia, the multifaceted agenda drew 250 government leaders, foreign dignitaries, IT professionals and heads of industry from Singapore, Malaysia, Australia, Hong Kong and the U.S.

ICE Singapore '97 focused on the use of Internet technology to increase productivity within the corporate infrastructure (i.e., through intranets) and to create new commercial opportunities through Internet commmerce.

As part of the general conference program, which included 30 conference sessions, five keynote speakers offered individual insights into the burgeoning world of electronic commerce. One of them, Tan Chiam Huat of Singapore's National Computer Board, talked about prospects for Singapore, Japan and Hong Kong, which have the region's most advanced telecom infrastructures, to collaborate on a high-speed network that would connect the three countries (and later other major Asian cities), provide faster Internet access and make Singapore a regional hub for elec-

• CONTINUED PAGE 5 •

Iceland Partner Sponsors 'Net Conference

PC WORLD ICELAND PUBLISHER ***Styrmir Gudlaugsson*** *(left) said Computerworld columnist David Moschella impressed the audience with his views on the future of network communication.*

The biggest Internet-related conference ever held in Iceland took place on Oct. 2 and raised the already high profile of IDG and its local licensee.

Hemra ehf., publisher of *Tolvuheimur-PC World Iceland*, organized the half-day conference dedicated to business on the Web. It was held in a theater in Reykjavik, the capital of Iceland, in cooperation with the Trade Council of Iceland. More than 200 people attended the event, which drew a large number of the businesspeople it had targeted as well as a substantial following of computer enthusiasts.

The theme of the conference was "Marketing on the Internet: The Evolu-

• CONTINUED PAGE 7 •

IN BRIEF

Former IDG Exec Axel Leblois Takes Reins at ExecuTrain

Axel Leblois has been named CEO of ExecuTrain Corp., IDG's training partner, headquartered in Atlanta. Commenting on his new responsibilities Leblois said, "My plans are to ensure leadership continuity and affirm the company's long-standing commitment to excellence in computer training." Leblois will retain his post as chairman of World Times Inc., publisher of *The WorldPaper*, which has a circulation of more than two million in 26 emerging markets around the world. Leblois is no stranger to IDG having served previously as chairman and CEO of IDC, vice chairman of IDG and president of IDG France. From 1991-1995 he was CEO for Bull HN Information Systems Inc. Leblois will continue to serve on ExecuTrain's board of directors as well as hold his current board positions with IDG, Wang Laboratories and Peritus Software.

Computerwoche Relaunches Enhanced Web Site

Germany's *Computerwoche* unveiled the first major redesign of its two-year-old Web site last month. Sporting a new design, structure and name, Computerwoche Infonet (http://www.computerwoche.de) is designed to provide German IT professionals with easy access to the information they need to be successful in their jobs.

With almost 100,000 visits a month and an average visit duration of 11 minutes, *Computerwoche*'s Web site is among the most successful in the German IT market.

The new format offers daily news, an average of more than 400 recruitment ads, a database of industry events, an area for young professionals just entering the IT field and information about IDG Germany and IDG's worldwide activities.

The redesign was the result of a collaborative effort on the part of *Computerwoche*'s New Media group, the publication's editors and the company's board of directors. Initial discussions were held in August, the new design and structure was presented in October, and within one month, more than 30 exisiting products were adjusted to the new design and several new ones added.

*More information about Computerwoche Infonet is available from **Michael Freter**, publisher of Computerwoche Infonet, (mfreter @computerwoche.de), or **Gerd Mittmann**, content manager, New Media, (gmittmann@computer woche.de).*

IDG and DEC Sign $500K Global Web Ad Deal

Last week IDG signed its largest and longest-term Web ad contract to date: a global agreement with Digital Equipment Corp. through its agency, DDB Needham, New York.

The nine-month deal with DEC is valued at nearly $500,000. It encompasses 29 IDG Web sites in 14 countries throughout North America, Europe, Asia and Latin America, breaking new ground in online advertising by creating a Web media program that is substantial, global and long-term in nature.

"Our advertisers tell us they want Web advertising to mature, to offer more than just experimentation," said **Laurie Morgan**, publisher of IDG.net. "Through the IDG Global Web Ad Network (GWAN), we provide the means to build global, comprehensive, results-oriented Web advertising programs, with superior worldwide targeting and tracking capabilities."

Under the terms of the agreement, DEC will receive incentives available to GWAN advertisers who purchase multi-site advertising programs — more than four IDG Web sites for three months or longer. The 29-site deal includes the U.S., Australia, the Netherlands, Canada, Japan, China, Germany, France, Italy, Brazil, Switzerland, Spain and Sweden. Translation and localization are also available to DEC as part of the deal.

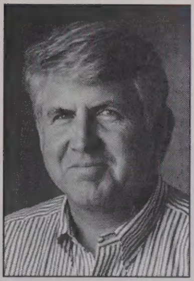
Third-party reporting from Focalink Communications will be available daily at http://www.idg.com, ensuring consistent tracking and comparable evaluations across multiple sites, campaigns and target audiences in various countries.

DEC, Gateway, IBM, Intel, Lotus, Microsoft, Netscape and Novell are among the many companies that have used GWAN to execute pan-regional advertising programs.

SHORT TAKES

@Computerworld (http://www.computerworld.com) has been named a "Select Site" by Dow Jones Business Directory. The site, which provides business professionals with news and analysis, features, special-focus publications, discussion forums and daily RealAudio broadcasts focused on the IT industry, experienced a 110% surge in banner advertising revenue in 1997. Audited page views crossed the one million mark in September, growing 12% over August.

ON LINE



BOB METCALFE

IDG's vice president of technology is this week's guest columnist. Part 1 of his column appeared Dec. 1.

Q You've been a visionary about Internet-based businesses. Now that IDG has been publishing on the Web for more than two years, will there in the next two years be a viable news-based profit center on the Web? And how does publishing IT news fit in with Internet commerce and a fee-based-transaction Web economy?

A Internet commerce is evolving rapidly; more work for technology pundits like me. Various revenue sources are being explored: free (not usually viable), subscriptions, advertising, pay per view and transactions. It's exciting.

IDG is in the interesting position of having to cover the Web on the Web. Our secret weapon, if properly leveraged, is not offering only online publications. Our various communities of IT buyers will flock to targeted and integrated multimedia publications — print, online, books, research, conferences, expositions — that serve the special needs of their communities. There will be growth and profits galore, just not in one big pile somewhere.

How will emerging communications technology affect how people get their information?

Americans are now already spending more on information than food, and today's Internet is only an appetizer. The good news about the menu ahead is that a growing fraction of our information will come, not as broadcast propaganda from the elites, nor as least common denominator junk-food entertainment. More and more we will be exchanging information with one another in decentralized communities.

Freedom need not be participation in ever-growing winner-take-all elections. So we're going to have to get much better at sorting through it all, deciding who to believe. For example, take spam. Please.

> *Americans are now already spending more on information than food, and today's Internet is only an appetizer.*
>
> **Bob Metcalfe**

The rise of the Internet has been all about standards. What's the next big standard or standards that need(s) to be established for the evolution of the Web to continue at its turgid pace?

First, all the existing standards — Ethernet (could not help mentioning it), IP, TCP, DNS, FTP, e-mail, HTML, http, URL, and Windows — need continuous updating and perhaps, as in the case of Windows especially, complete abandonment.

Then, new standards. Java, yes. The new computing platforms formerly known as Network Computers. Standards for continuous multi-megabit packet access to the Internet from homes. Home LANs, like, well, Ethernet. Standards for packaging and protecting intellectual property for distribution and sale online. Standards for micromoney, so people can buy my *InfoWorld* column only when the headline attracts their attention. Standards for the protected exchange of private information. Aren't you glad you asked?

Missed Part 1 of Bob Metcalfe's "On line" column? Check it out on IDG World Update Online (http://idgcentral.com).

If the answer to any of the questions below is "yes," the *IDG World Update* editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin and Chief Operating Officer Jim Casella? (Questions will be sent anonymously.)

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

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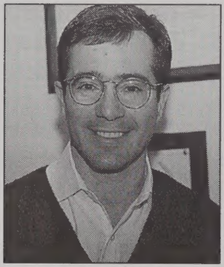
Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

IDC Names 1997 Sales Champions

Against the backdrop of the best year in its history, IDC crowned its 1997 sales champions at two sales kick-off meetings held in October in Framingham, Mass., and Mountain View, Calif. On hand to present the awards were IDC President and CEO **Kirk Campbell** and IDC Group Vice President of Sales **Donald Best**.


CHRISTENSON

FARLEY

NASH

HARRINGTON

KEIL

ISHIMARU

Awards were presented as follows:

U.S. Sales Person of the Year
(best overall performance against plan)
Brad Christenson, sales director
137% of plan

Salesperson of the Quarter
(highest total achievement
against Q4 plan)
Jim Farley, sales director
212% of Q4 plan

Rookie of the Year
(highest overall achievement
against plan)
Carla Nash, senior account executive,
telecom, 147% of plan

Major Account Salesperson of the Year
(achieved highest percent
of plan performance)
Sandra Harrington, sales director
110% of plan

Strategic Account Salesperson of the Year
(achieved highest percent
of plan performance)
Brad Christenson, sales director
137% of plan

Growth Account Salesperson of the Year
(achieved highest percent
of plan performance)
Jim Farley, sales director
114% of plan

CIS* Achiever of the Year
(highest percent of CIS
plan performance)
Zoe Keil, senior account executive
117% of plan

CIS High Flyer of the Year
(achieved highest dollar amount
over CIS plan)
Sandra Harrington, sales director
over CIS plan by $374,369

New CIS Business Development Award
(largest dollar amount of CIS business
conducted at new accounts)
John Ishimaru, sales director
new CIS business of $635,008

Major CIS Business Development Award
(largest incremental dollar growth
at one specific account)
Denise Haines, sales director
grew CIS business at one customer
by $487,983

Consulting Sales Person of the Year (achieved highest percent
of plan performance)
Jose Rodriguez, sales director
127% of plan

FOUR SPECIAL AWARDS

In addition to the sales awards, four special awards — three voted on by peers, one by clients — were presented to IDC employees for providing outstanding service to peers and customers.

Research Champion
(voted by the sales force and given to a
researcher who has been most helpful
and supportive of IDC's sales efforts)
Tom Copeland, research director,
workstations

Corporate Champion
(voted by the sales force; given to an
individual from an administrative/
operations department — IS, IP&S,
marketing, finance, library, etc. — who
has been most helpful and supportive of
IDC's sales efforts)
Mike Olfe, director, Internet products
and services

Sales Champion
(voted by the analysts and presented to
the salesperson who has been most
helpful to the research community
during FY97)
Chris Jarmul, sales manager

Customer Service/Support
(Clients who attended IDC's recent
Global Research Advisory Council
meeting, also held in October, were
asked to vote for the analyst who
provided the best customer service and
support throughout the year.)
Tom Copeland, research director,
workstations

NEW GLOBAL SALES AWARDS

In addition to the U.S. sales awards, IDC this year established two global sales

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** Continuous Information Service*

IDG
INTERNATIONAL DATA GROUP

Job Opportunities
Monday, December 8, 1997

Editorial Assistant (CHSG)
This entry level position will provide the right individual with valuable hands-on experience and a broad overview of high technology publishing. Duties are split between administrative, writing, and research. This person must be a team player, work well under deadlines, and have a grasp of grammar and editing practices. ***Location: Framingham, MA***
Contact: C. French, Fax: 508-628-5403, Phone: 508-652-9606, Email: christine_french@idgchsg.com

Production Manager (CHSG)
Responsible for the coordination of advertising materials in the magazine, this person must have a minimum of 2 to 3 years experience in a similar role. Duties include working closely with printers, advertisers, and the magazine's staff to gather ad materials, coordinating deadlines, and creating a layout for each issue. Extensive knowledge of 4/c printing practices a must. ***Location: Framingham, MA***
Contact: C. French, Fax: 508-628-5403, Phone: 508-652-9606, Email: christine_french@idgchsg.com

Sr. Sales Representative (CHSG)
Responsible for prospecting, maintaining and increasing sale of ad pages and share-of-market advertising space for Solutions Integrator in both our print and "electric" editions within the northwest territory. Must develop a thorough understanding of the channel market and Solution Integrator's position and value in that market. Responsibilities also include training and managing an Account Executive and Sales Associate. Requires minimum five years in computer publication ad sales. ***Location: San Mateo, CA***
Contact: S. Moore, Fax: 650-312-0668, Phone: 650-312-0631, Email: sara_moore@infoworld.com

Desktop Support Manager (CIO)
The Manager of Desktop Services is responsible for the installation and maintenance of a stable desktop computers, portable computers and related peripherals infrastructure. This individual supports, develops, tests, evaluates, and implements technologies, services, and standards that enhance both the hardware and software that are consistent with CIO Communications' enterprise-wide technology needs. The Manager of Desktop Services is also responsible for providing and maintaining application and hardware documentation and instruction procedures and guidelines. Ideal candidate will possess a BS/BA degree or equivalent work experience, 2-4 years experience supporting Windows 95, Apple OS, cc:Mail, Microsoft Office, Lotus Notes in a multi-location environment. Two to four years experience configuring and supporting Macintosh and Wintel hardware. Candidates should also possess strong management skills and excellent organizational, interpersonal, and communication skills.
Location: Framingham, MA
Contact: A. Jones, Fax:508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Eastern Regional Director, Custom Publishing (CW)
Computerworld is looking for a sales professional to work in tandem with regional sales teams to develop and sell "custom" publication programs and sponsorships of CW based events. In addition, this person will drive the sales effort on the "multi-sponsored" papers on the Custom Publications Editorial Calendar. Candidates should posses 3+ years of experience in a publishing sales environment. ***Location: MA or NJ***
Contact: P. Fowler Sheer, Fax: 508-879-3760, Phone: 508-820-8647, Email: piper_sheer@cw.com

Research Analyst/Account Manager (IDC)
IDC's Custom Information Access For IS Organizations and Support Groups program is a service geared toward the IT information needs of the IS community. The program is designed to provide relevant research and inquiry support to its customer base. The analyst/account manager supports a defined account base through both proactive and reactive interactions with clients. The analyst responsibilities include client account management, inquiry support, contribution to research deliverables, and custom projects as necessary. This person will be responsible for maintaining a knowledge of IDC products and key topics of interest to IS organizations. Candidates should possess good customer skills, and an understanding of the IT industry, with specific knowledge on issues facing IS organizations. ***Location: Framingham, MA***
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Staffing Assistant (IDG)
The individual in this position will provide general support to the Corporate Recruiting function. Responsibilities include: updating and maintaining the executive resume database; sorting and responding to resumes; researching different recruiting sources; managing the weekly job posting process; maintaining the career section of the IDG home page; managing the Fluegelman and INROADS internship programs; managing the Employee Referral Bonus Program; and assisting with other projects as needed. Candidate must be enthusiastic, proactive, and creative with exceptional customer service and communication skills. Proficiency in MS Word, Excel, Lotus Notes, and the internet required. Knowledge of resume scanning a plus. ***Location: Framingham, MA***
Contact: S. Brown, Fax: 508-935-4600, Phone: 508-935-4099, Email: susan_brown@idg.com

Assistant Managing Editor (IFW)
InfoWorld is searching for a process-proficient, action-oriented leader with a reverence for deadlines and a passion for perfection who has the drive and desire to sit at the nerve center of our print and online editorial production process. The AME will report to the Executive Managing Editor, supervise the Copy Desk, and ensure that InfoWorld's editorial content remains both accurate and on time. Candidates should have a solid copyediting background, 3-4 years business experience in publishing, and a proven record of management. ***Location: San Mateo, CA***
Contact: S. Barnes, Fax: 650-312-0668, Phone: 650-525-3464, Email: sara_barnes@infoworld.com

Research Analyst (IFW)
Ideal candidate will have 2-3 years experience in computer industry or similar fast growth markets in conducting market surveys, analyzing results, and preparing presentations for InfoWorld clients and prospects. The syndicated research tool will be combined with other market research and integrated into the total presentation package. The position requires an understanding or the ability to develop an understanding of syndicated research, a 4-year college degree, strong computer skills, and the ability to provide strategic analysis of market data. Computer industry or investment banking background a plus. ***Location: San Mateo, CA***
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

Sales Associate (IFW)
InfoWorld is seeking a Sales Associate who will provide support in our Des Plaines, IL, office for a Regional Sales Manager. Working as part of a team, you maintain sales/prospect databases, analysis on the competition, provide strong customer service to clients, prepare presentations, and assist the Regional Sales Manager. In this fast-paced competitive environment, an ability to work independently as well as part of a team are important. Must be detail oriented and organized. Computer skills: Lotus Notes, Word, Excel, and Powerpoint are necessary.
Location: Des Plaines, IL
Contact: L. Brault, Fax: 650-312-0668, Phone: 650-312-0669, Email: linda_brault@infoworld.com

International Sales Associate (IMS)
The individual in this position will provide support to a Director of International Accounts. Responsibilities will include acting as a liaison with IDG's Int'l offices, servicing advertiser's needs and advertising schedules, prospecting small advertisers, calculating rate quotes, booking advertising with Int'l publications, managing the client database, and providing general administrative support. The environment is fast-paced and requires superb attention to detail, excellent phone skills, strong organizational skills and a 'Can Do' client-service attitude. The individual must have the ability to work independently and communicate clearly, both verbally and in writing. College degree required. Publishing or advertising experience and second language desired. ***Location: San Francisco, CA***
Contact: M. Maynard, Fax: 508-935-4600, Phone: 508-935-4777, Email: maria_maynard@idg.com

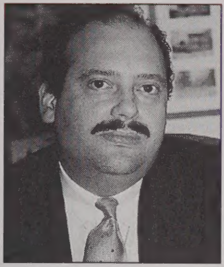
Sales Assistant (IMS)
The selected candidate will provide National Account sales and administrative support to the IMS West Coast sales team, servicing IDG's top US advertising clients. Responsibilities will include sales research, contract coordination, presentation/proposal development, client interaction and service, and related follow-up. The individual must be highly organized, have strong communication skills and possess a high level of professionalism. The individual must be able to manage multiple priorities, be proactive, and computer proficient, particularly with PowerPoint. Requirements include a Bachelor's degree and at least 3 years of business experience. Marketing/sales, agency/media, and/or account planning experience also desirable. ***Location: San Francisco, CA***
Contact: A. Hub, Fax: 415-705-6421, Phone: -NA- , Email: -NA-

Regional Manager (PC Games)
You will cultivate new business opportunities, develop existing accounts and collaborate with our dynamic publishing team for our northeastern/central region. Based in the San Francisco bay area, this key position requires a proven track record of success in selling advertising; excellent written, verbal and interpersonal skills; and the ability to grow & excel in a competitive, fast-paced, deadline driven business environment. Knowledge of the entertainment software market a plus. ***Location: San Mateo (relocating to San Francisco)***
Contact: C. Yam, Fax: 415-349-5279, Phone: 415-286-2546, Email: cyam@gamepro.com

Marketing Communications Manager (Web Shopper)
Create and implement marketing strategies to support WebShopper in the advertising and electronic commerce marketplaces. Responsibilities include creating marketing collateral, maintaining WebShopper's online marketing site, organizing trade show participation, contributing to public relations pieces and tours, and interacting with WebShopper's traffic manager to ensure consistent messaging and materials. Necessary skills include the ability to manage multiple projects, to interface with and coordinate input from multiple managers including traffic, sales, and design, and to manage external contractors if necessary. Excellent writing skills and attention to detail are a must as is the ability to adapt and build internal infrastructure and processes in a rapidly changing environment. ***Location: San Francisco, CA***
Contact: D. Ezequelle, Fax: 415-975-2616, Phone: 415-267-4560, Email: david_ezequelle@webshopper.com

Places to find a complete listing of job opportunities across IDG:
- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - East Coast: 508-935-4406 West Coast: 415-978-3100**
- **The World Update on the last Monday of every month.**

HAINES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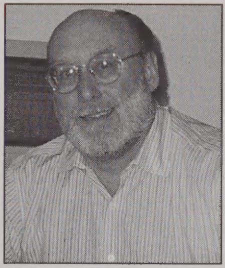
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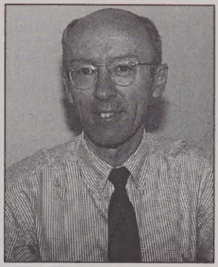

OLFE

awards for outstanding sales performance in FY97. The Country Sales Person of the Year award is presented to the individual posting the highest bookings in all of IDG's subsidiary units. The President's Award for Sales Excellence recognizes superior performance in bookings growth, teamwork and customer service.

IDC's overall bookings growth in FY97 set a new company record and, according to IDC President **Kirk Campbell**, bookings growth was especially fast in the company's international offices, which posted average growth of more than 30%.

The 1997 winners, selected from a large group of highly qualified candidates, are as follows:

Runner-Up Country Sales Person Award

Kazuki Seki, manager, technology marketing, IDC Japan

In only his second year with IDC, Seki-san achieved record bookings as IDC Japan's top sales person selling local products. These results played a key role in Japan's record profits.

Country Sales Person of the Year

Sylvie Merkling, sales and marketing manager, IDC France

A veteran employee of IDC France, Sylvie achieved stupendous bookings growth with both established and new customers. As a result, IDC France was able to finish the year as IDC's most profitable country operation in Europe.

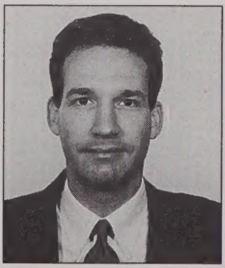
The President's Award for Sales Excellence

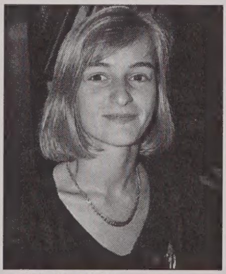
Nathan Hill, director of marketing and sales IDC Asia/Pacific

During FY 1997 Nathan Hill certainly demonstrated outstanding capabilities in the areas of bookings growth by increasing business with existing accounts and many new customers, practiced teamwork with IDC employees in the region and worldwide, and provided superior customer service to our clients in the region. As a result of Nathan's stellar performance, IDC Asia/Pacific was able to achieve the single greatest profit improvement of any business unit outside the U.S.

JARMUL

SEKI


HILL


MERKLING

New Telephone Number for IDG Italy

IDG Communications Italia has a new main telephone number. The new number is: 39-2-580381.

ICE SINGAPORE

continued from page 1

tronic commerce.

According to IDC, Malaysia and Singapore are expected to lead the ASEAN countries growth in Internet usage, commerce and applications, going from virtually no electronic commerce revenue today to more than $1 billion (Malaysia) and $850 million (Singapore) in 2001. ASEAN, the Association of Southeast Asian Nations, consists of Brunei, Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

IDC expertise

IDC research figured prominently at ICE. IDC presented the Internet Market Outlook Conference, which provided analysis and forecasts for markets and technology. IDC Asia/Pacific speakers were Vice President/General Manager **Dennis Philbin**; Manager, PC Research **Dane Anderson**; Senior Analyst, Internet Program **Pete Hitchen** and Director of Cross Product Research **Piyush Singh**.

As part of ICE's Executive Conference, Philbin also chaired a Power Panel on global electronic commerce featuring IT executives in the region from Microsoft, IBM, Arthur Andersen and Digital Equipment Corp.

A series of tutorials for IT professionals rounded out the conference.

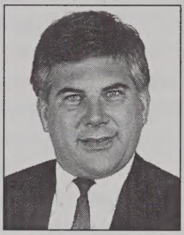
Rosalynn Chua, director of IDG World Expo/Asia, said the high quality of ICE Singapore was evident in the large number of prominent governmental departments and computer associations that endorsed the event. Seven entities in all signed on as supporters, including the Telecommunication Authority of Singapore, the Singapore Trade Development Board and the Economic Development Board of Singapore. These organizations provided their mailing lists to IDG World Expo for free and charged only postage to mail ICE's marketing materials.

ICE Singapore '98 is tentatively planned for next October and may include an exposition component.

For more information, contact Rosaylnn Chua at rosalynn@idgexpo.com.sg.

NOTEWORTHY

PROMOTIONS



MELENOVSKY

Mike Melenovsky moves up IDC's corporate ladder with his recent promotion from vice president to group vice president of the Services group. He also became a member of IDC's 9:09 executive committee.

"[Mike has made a] solid contribution both to IDC's financials and to IDC's global reputation in services research, said IDC Senior Vice President **John Gantz**. "Mike's effort, along with that of his team, re-launched IDC's services research in Europe in partnership with country managers and turned services into a high-growth high-margin area for IDC in Europe."

Computerworld's Director of Information Systems **Richard Broughton** has been promoted to vice president of information systems. He will manage CW's technology infrastructure and strategy and become a member of CW's executive committee. Broughton joined CW in January after working for five years in information systems at Ziff-Davis. "Rick brings an excellent balance of experience, technical skills and management skills to the position. We look forward to his continued contributions in his new position as vice president of information systems," said **Matt Smith**, Computerworld senior vice president.

NEW EMPLOYEES

Previously a project manager with CG/LA Infrastructure in Lexington, Mass., **Sarah Manchester** is now an inquiry analyst with IDC's Systems group. She followed up her B.A. in French and Spanish from the University of Richmond with a master's in international management from the American Graduate School of International Management. Outside the office she travels, golfs and studies languages.

Brian McDonough also joins IDC as a software inquiry analyst, having previously been a research assistant with Smith Barney. He has a B.S. in finance from Babson College and finds time for boating, golf, hockey and cooking.

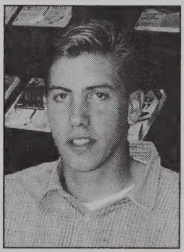
Laurie Pasmooij joins IDC's LAN Group as a research analyst. She previously held internships with the U.S. Embassy in Bangkok, the California Office of Trade and Investment and Andersen Consulting. A graduate of Carleton College in Northfield, Minn., with a B.A. in Japanese and political economics, and Japan's Keio University with an M.A. in economics, she is currently studying at Tufts University's Fletcher School. While in Japan she was the co-host of a national English-language TV program. She enjoys skiing, swimming and travel when she has the time.

IDC has hired **Tony Ferrelli** as a storage market analyst. He previously held a similar position at Josephthal, Lyon & Ross. He holds both a B.S./B.A. and an M.B.A. in finance from Boston's Suffolk University and enjoys reading, computers, sports and stock market investing.

Cindy Wager joins *Computerworld* as a senior district manager for Orange County and San Diego, Calif. She was previously with CMP Media as a district manager for *Computer Retail Week*. She earned a B.S. in business education from Kent State University in Ohio and skis, bikes and rafts in her spare time.

CW has also hired **Samantha Hadley** as a sales associate. Prior to joining IDG she was a customer service assistant with Ivex Corp. With a B.S. in business administration from Massachusetts' Fitchburg State College, she likes drawing, working out, reading and hiking.

IDG Books' Foster City, Calif., office welcomes three new employees. **Chaz Dumas** has signed up as a financial analyst and previously worked as a CPA in Ernst & Young's audit department. He earned a B.S. in business from the University of California/Berkeley and likes to play softball and golf.



DUMAS

Laura Brown is working as a development editor. Prior to coming to IDG, she held a similar position with Waite Group Press, a division of Macmillan Computer Publishing. She holds a B.A. in journalism from Ohio State University and likes to hike, travel and cook.

BROWN

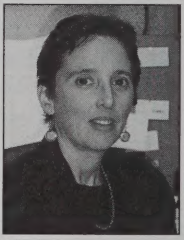
Previously a junior financial administrator with Silicon Graphics, **Diana Daniels** moves to IDG Books' Finance department as a reports coordinator. She has a master's in art history from the University of Kansas/Lawrence and enjoys rollerblading, printmaking and volunteer work.

DANIELS

Stacey Reitz leaves *Wired* magazine, where she was an executive assistant in corporate and business development, to join Internet Industry Publishing, a new IDG business unit in San Francisco (see *IDG World Update*, July 28, page 2). Stacey will serve as exeuctive assistant to the CEO. She has a communications B.A. from the University of Maryland/College Park and enjoys backpacking, jazz and vegetarian cooking.

RETURNING EMPLOYEES

Batel Libes joins *PC World* as an assistant manager, advertising traffic with the Online Services Group. Before taking time off two years ago, Batel was the corporate business manager/director of international operations for Integrated Media, Inc. She earned a B.A. in political science from UCLA and an M.A. in journalism from California State University/Northridge.



IDG WORLD UPDATE

LIBES

All business units are welcome to send information and pictures for the Noteworthy section to IDG World Update, 31 Milk St., Boston, MA, USA, or via e-mail: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Diane Utano - IDG

FOURTEEN YEARS
Micaela de Almedia - IDG Hong Kong

ELEVEN YEARS
Ellen Moody - Computerworld
Hélene Fily - IDG France

TEN YEARS
Allison Stamm - IDG Research
Mary Lester - CIO
Lucinda Borovick - IDC

NINE YEARS
Maryann Doolin - IDG

EIGHT YEARS
Carolyn Marsan - FCW
Sandra Harrington - IDC

SEVEN YEARS
Maria Lanzillotti - IDG

SIX YEARS
Hege Kilde-Lien - IDG Norway
Kristen Kim - IDG
Suhail Kawar - IDG
Walter Manninen - CIO
Eva Villalba - IDG Spain
Cristina de Hoyos - IDG Spain
Mar Cabanas - IDG Spain

FIVE YEARS
Tina Pescaro - CIO

THREE YEARS
Knut Gjernes - IDG Norway
Jeanette Olsen - IDG Norway
Cynthia Laird - CIO
Jim Ghirardi - IDG
Joan Olson - Computerworld

TWO YEARS
Fanny Yang - IDC China
Suzanne LePage - Intl. Pub. Svcs.
Mary Beth Regan - Computerworld
Rita Baynash - IDG Australia
J. Jose Fernández - IDG Spain
Thierry Bienfait - IDG France
Naciba Zenati - IDG France
Barbara Irvine - IDC

ONE YEAR
Tina Zhang - IDC China
Walter Hassey - Event Travel Services
Douglas Forshey - FCW
Margaret Burns - ICE
William Green - ICE
Diane Bobbitt - IDG
Sherif Gobran - IDG
Ellen Friedman - IDC
Jill Frankle - IDC/LINK
Tamako Matsumoto - IDC Japan
Laurent Sounack - IDG France

ICELAND

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tion of Network Communication and the Business Environment of Tomorrow."

"The Icelandic market is tiny — the country has a mere 270,000 inhabitants — so very few companies that focus on the domestic market have succeeded in making money on the Web," explained Publisher **Styrmir Gudlaugsson**. "Businesses such as export companies and software companies are more likely to do so by using the 'net to sell their products worldwide or introduce them to the world. It is therefore logical for the Trade Council to promote the Internet and the Web as a marketing tool. The Internet is an extremely practical tool for the economy of islands like Iceland, which are not necessarily isolated but simply further from the bigger markets."

Two IDG-affiliated speakers were on the agenda. David Moschella, a consultant and weekly columnist for *Computerworld*, talked about the evolution of the Internet and the network-centric era of the future: how it will affect people's lives and the way they do business. Jim Sterne, a contributing writer for *CIO*, talked about practical matters in his lecture: "Marketing and Customer Service on the Net."

Three Icelanders also spoke. The country's minister of education, Bjorn Bjarnason, is an inveterate Internet proponent and renowned as a spokesman for "Netizens" in Iceland. Thorarinn Stefansson, director of business development/Europe at the most successful software company in Iceland, OZ Interactive, showed how his company has created three-dimensional business environments on the Web. Andres Magnusson, Webmaster at *Morgunbladid*, the largest newspaper in Iceland, and a columnist for *Tolvuheimur - PC World Iceland*, focused on what has worked for Icelandic companies on the Internet and what has not. He also evaluated the role of the media in strengthening business activities on the 'net.

The conference ended with lively panel discussions fueled by plenty of interesting questions from the audience.

Television, radio and newspapers covered the conference thoroughly. TV reporters interviewed Sterne, and the country's most important radio station had a special half -hour program dedicated to the conference.

Gudlaugsson said his company plans to organize at least one big conference and several smaller ones each year.

For more information contact Styrmir Gudlaugsson at sg@heimur.is.

GEEK HEAVEN

Two years ago Gallup carried out a survey for *Tolvuheimur - PC World Iceland* on computer usage in Iceland, which has a population of 270,000. More than half of all Icelanders used computers then, at work, at home or in schools. Today it has been estimated the figure is up to 60%.

In terms of Internet usage, a survey more than a year ago revealed that 35% of Icelanders aged 15 to 70 had Internet access at home, work or in school. More than 25% said they were regular users, putting Iceland among the world's most 'net-oriented countries, according to *Tolvuheimur - PC World Iceland* Publisher Styrmir Gudlaugsson. "It is geek heaven up here!" he said.

CELEBRATING 10

Vera Chan

HOME: Hong Kong

CAREER PATH SINCE JOINING: Started as an advertising manager in January 1987 and became regional sales manager one year after I joined. In 1994 I was named associate publisher.

CURRENT TITLE: Associate publisher of *Computerworld Hong Kong* and *PC World Hong Kong.*

MOST CHALLENGING PART OF YOUR JOB: Winning market share and achieving budget.

BEST PART OF YOUR JOB: Establishing solid relationships with our customers that are built on trust.

WHY DID YOU JOIN IDG? Because it offered the opportunity of career growth.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? A corporate culture that encourages and considers employee opinions and ideas.

INTERESTS OUTSIDE THE OFFICE: Travelling, music, floral arranging and meeting friends.

FANTASY JOB: Being a trade commissioner and working in a different country every two years.

YOUR IDEA OF A PERFECT DAY ALONE: Listening to music, working on a floral arrangement and no telephone calls!

DREAM VACATION? Two months in Europe.

IF YOU WON THE LOTTERY TOMORROW: I would buy houses in the U.K. and San Francisco.

IDG CHAIRMAN PAT McGOVERN ESCORTS IDG HONG KONG'S ***Vera Chan*** *to dinner in honor of her 10th anniversary with the company.*

IF I COULD DO ONE THING OVER: I would want to be a writer.

MANAGER'S PROFILE: "We see Vera as our temple's 'cornerstone,' our temple being our two publications. Over the past 10 years, Vera has managed to help build our publications into unquestionable winners in the marketplace and always helps lift the revenue target a little higher each year. When things get tough we can always count on her to use her many talents — the unfailing rapport and connections she has with the clients — to pull through."

- Micaela de Almeda, Melvyn Bennett
co-managing directors, IDG Hong Kong

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 27, Number 50 December 15, 1997

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MOBILE BILLBOARDS DRIVE HOME PC WORLD'S MESSAGE
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

New Focus, Name, Location for German Macworld Expo

Show expands scope to cover publishing technology

The German edition of Macworld Expo adopted a new focus and a new location this year, and the results were successful by all accounts.

Known this year as MacWorld & Publishing Expo '97, the event was staged Nov. 13-15 in Dusseldorf. Located in central Germany, Dusseldorf has long been associated with the publishing and printing industries, hosts several related trade shows, and is the hub of a large central European population: 30 million people reside within a 250-mile radius of the city. Macworld Expo had been held in Frankfurt for the past six years, but organizers decided to move the show to take advantage of the greater potential for additional exhibitors and corporate customers.

MACWORLD
PUBLISHING
EXPO
1997

IDG World Expo Germany owns the rights to the show, which is sold and

• CONTINUED PAGE 4 •

Shoppers, Start Your PCs

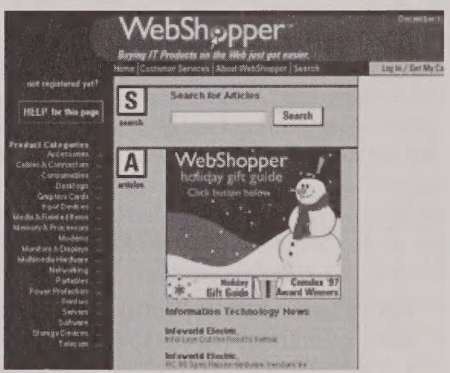
WebShopper opens for business with one-stop shopping for IT buyers

The ribbon has been cut and the shoppers are in the store — or at least at their computers. WebShopper, IDG's latest electronic commerce offering on the Internet, opened for business earlier this month.

Designed for business buyers of IT products, the e-commerce site (http://www.webshopper.com) offers users more than 30,000 brand-name products, comparative specifications of those products, a secure site and access to current product information from *PC World*, *InfoWorld*, *Computerworld*, *Macworld*, *Publish*, *PC Games*, *The WEB* and the IDG News Sevice. IT buyers can study buying guides, read product reviews, assess industry awards and compare products across resellers before buying any product.

"We set out to create one-stop shopping for IT buyers by providing the convenience of e-commerce with current and comprehensive buying information," said **David Ezequelle,** president of WebShopper. "Buyers can shop from their desktops, anywhere in the world, by accessing a huge inventory of brand-name products at competitive prices, 24 hours a day."

WebShopper offers users a wide selection of products through alliances with direct marketers such as Norwalk, Conn.-based MicroWarehouse, one of the largest resellers of computer products in the U.S. The MicroWarehouse alliance allows WebShopper users to make purchases from an inventory of more than 30,000 products after consulting an extensive database to confirm product availability and pricing.


WebShopper
Buying IT Products on the Web just got easier.
Home | Customer Services | About WebShopper | Search
not registered yet?
HELP for this page
Product Categories
Accessories
Cables & Connectors
Consumables
Desktops
Graphics Cards
Input Devices
Media & Related Items
Memory & Processors
Modems
Monitors & Displays
Multimedia Hardware
Networking
Portables
Power Protection
Printers
Servers
Software
Storage Devices
Telecom
S
search
Search for Articles
Search
A
articles
WebShopper
holiday gift guide
Click button below
Holiday Gift Guide
Comdex '97 Award Winners
Information Technology News
Infoworld Electric
Infoworld Electric

Ezequelle said he expects two other resellers to be on the site within two months. "First, we want well-branded resellers that buyers will recognize," he said. "Then we're looking for their depth of product across their product lines. If they provide good customer service, we're very interested in them. By limiting the number of resellers to six, we get a lot more control."

The advantage for buyers is that they can select from tens of thousands of

• CONTINUED PAGE 5 •

IN BRIEF

Revenue for Computerwoche Verlag GmbH Reaches All-Time High

For the first time in Computerwoche's 23-year history, the German publishing subsidiary surpassed 10 million deutsche marks (approximately US$6 million) in revenue in a single month. Its previous high was 9.5 million deutsche marks in March 1995.

The Munich-based Computerwoche Verlag GmbH set its record in October with revenue contributed by all parts of the company: *Computerwoche* (targeting IT managers), *ComputerParter* (targeting the dealer channel), the books division, CD-ROM sales and Internet activities.

For the total company the revenue increased vs. the previous year by 38.5% and vis-a-vis the entire budget by 19.4%. The major increases were at *Computerwoche*, where the display ads gained 7.4% vs. budget and recruitment ads were 80% above budget. *ComputerPartner*'s increase was 85% compared with the previous year and 29% above budget.

"The main factor for achieving this new milestone is not only a very talented staff but also a very motivated staff," said Managing Director **Ralph Peter Rauchfuss**. "Computerwoche Verlag GmbH is not the perfect company, but we are always working hard for improvement."

SHORT TAKES

IDG Chairman Pat McGovern is one of the 100 most influential people in the digital revolution, according to a list published in the December issue of *Upside* magazine. "Now that he's completed his global empire with *Computerworld Antarctica*, McGovern will probably push for the colonization of Mars in the name of greater advertising sales and customer research markets," the profile read. Based in Silicon Valley, the monthly *Upside* covers the computer and electronics industry. McGovern also made the '96 list.

■■■■■■■■

***Publish* has redesigned its two-year-old Web site**, Publish RGB (http://www.publish.com), which is targeted to those people who want to use electronic publishing tools more efficiently and creatively. "RGB" refers to the red, green and blue color model of onscreen publishing. The site includes a fully searchable archive of *Publish* magazine's contents, a treasury of Web-related articles and site design makeovers, shareware and freeware publishing tools, threaded article discussion forums and more.

IDG Australia Dominates 1997 Bell Awards Competition

CELEBRATING IDG AUSTRALIA'S ACHIEVEMENT ARE CIO STAFF *(from left):* **Matt Roots**, *layout artist; Sue Bushell, contributor;* **Linda Kennedy**, *editor and publisher;* **Shirley Ingram**, *circulation manager;* **Matt Rodgers**, *associate editor; and Maggie Macrae, contributor.*

IDG Communications dominated the prestigious 1997 Bell Awards announced last month by the Australian Business Publishers (ABP).

Publishers of more than 450 business and specialist titles comprise the ABP, and the annual Bell Awards recognize 26 categories of publishing, editorial, sales and marketing and printing excellence.

This year *CIO Australia* won five awards in four categories. Highly commended as "Best Specialist Publication of the Year," *CIO* also won the award for "Best Series of Case Studies" and was highly commended for "Best Analytical Writing."

CIO's Maggie Macrae was named "Business Writer of the Year," and Sue Bushell was highly commended in the same category.

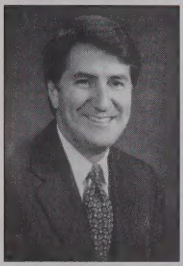
PC World Australia was another major winner, capturing the award for "Best Product Information Series" for its monthly Top Ten ratings. This was the second consecutive year in which *PC World* has won this award.

Also taking home honors was Account Executive **Glen Myles** of *Australian Reseller News (ARN)*, who was named "Advertising Salesperson of the Year." Myles was recognized for building his client base from virtually nothing to being a significant contributor to *ARN*'s revenue totals.

IDG Account Executive **Mark Hobson** was highly commended in this category, as well. Hobson was nominated on behalf of the joint sales team that had produced major market share gains in the face of a difficult year.

Also recognized in the Bell Awards was **Molly Furzer**, a journalist at *Australian Reseller News* (who has since moved to *PC World*). She was highly commended in the category of "Best Newcomer to Journalism."

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q Has the recent stock market turmoil in Asia had any immediate effects on IDG's operations there?

A IDG's entrepreneurs are once again proving their mettle: despite this turmoil, IDG's Asian operations are forecast to set a new record this first fiscal quarter, with profits up more than 60% from prior year on strong revenue growth. Since our companies work mainly in the local currency, the economic turmoil and specifically the currency declines have only a secondary effect on them. With the stronger dollar, U.S. goods are more expensive, but many of the goods sold by U.S. manufacturers are in fact produced in Asia and so to a large extent are not affected.

The major impact they will feel is from any general slowdown in the local economies caused by devalued currencies, slowing economies or declines in economic confidence.

Malaysia is of course hardest hit with IT sales down 20% to 30%, according to customers there. Singapore is better insulated from the problems and has seen a drop of about 10% in IT sales. The recent Comdex Singapore had 20% fewer visitors.

Softbank's stock price hit an all-time low in November. Any thoughts you can share with us about what might be going on?

Softbank's stock price is off 75% from its high, with the company scrambling to reverse the continued slide that began its most precipitous drop three months ago after the publication of a book by a Softbank employee about the management practices of the company entitled *The Inside Report on Softbank's Warped Management*. The book alleges a whole variety of wrongdoings by Softbank, from issuing phony financial statements to sustaining questionable investments. The book became a bestseller in Japan, where much of Softbank stock is held by individuals, and the story has been repeated in many other Japanese publications.

One of the book's main allegations is that Softbank has been keeping two sets of books, hiding from investors many of the loss-making operations of Softbank that formed the basis for the company's self-described 300-year vision. Turns out that these new ventures, including start-ups such as ZDNet and ZDTV, were not financially viable, and so were kept "off the books" by putting the losses in a private holding company called MAC Holdings.

After publication of the book, Softbank disclosed for the first time that MAC Holdings had debt of $610 million. Because the collateral for that debt was shares in the publicly held Softbank, the collateral value was dropping as fast as Softbank's share price, making the banks increasingly nervous, especially given the financial climate in Japan. This contributed to a continuing downward spiral.

Softbank is reportedly preparing an initial public offering (IPO) of the U.S. units of the company to pay off debt and take pressure off the Japanese share price. Indeed, the company recently combined its U.S. operations to prepare for just such an offering, according to reports, and is now positioning the U.S. group as the only company "providing high-tech marketers with an integrated system of print, events, Internet, television, education and research."

Like Softbank's financial statements, however, this claim is also worthy of investigation. Print? Softbank has 42 publications; IDG has 280. Events? Softbank has 80 events; IDG has 117. Internet? Softbank has eight Web sites; IDG has 204. Books? Softbank publishes 26 titles; IDG publishes 450. Television? Softbank's only program—The Site—was cancelled. Education? Softbank offers 61 courses through ZD University; IDG offers 604 courses through ExecuTrain. Research? Softbank offers seven research programs in two countries; IDG offers 115 programs in 41 countries.

So in sheer resources, IDG is far and away the leader in our market. (And we only keep one set of books!) It is our challenge and responsibility to demonstrate to customers how these resources can be effectively deployed to create marketing programs that build our customers' businesses.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please contact the editors via the Internet (world_update@idg.com), telephone (617-423-9030), fax (617-423-0712) or address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

MACWORLD

continued from page 1

produced by an outside firm, K+S Event Management, under contract to IDG. **Stephan Scherzer**, publisher of *Macwelt*, and his staff are also involved in supporting the event. *Macwelt* published the show daily live from the exhibit floor and held its annual awards dinner to honor those companies whose products had been voted top-of-the-line by *Macwelt* editors.

Macworld Expo had previously focused on Mac-driven solutions but has now expanded its concept to cross-platform publishing solutions, including Windows and open platform solutions.

This year, 34,700 visitors viewed products and services from 300 companies in more than 160,000 square feet of exhibit space. The exhibit area was 20% larger than last year. Attendance figures held steady from '96 but the quality of the visitors improved, with Dusseldorf attendees wielding more purchasing power. The overall number of exhibitors was fewer than in '96, but more high-level companies exhibited this year.

More than 89% of attendees were trade visitors from the creative, graphics and media production industries. Eighty-seven percent of all visitors said they planned to attend the '98 show.

The conference portion of the show drew 800 attendees. New trends in media production, Web publishing and digital photography were among the most popular segments.

MacWorld & Publishing Expo '98 will be held Nov. 12-14 in Dusseldorf.

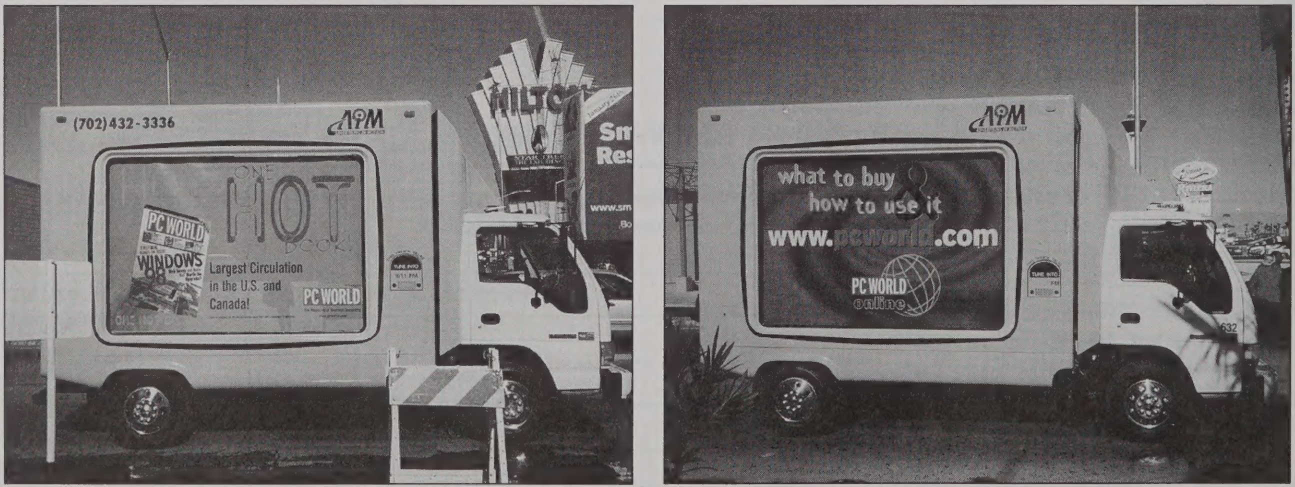
For more information, contact Sandra Winter, project manager, at K+S Event Management, tel: 49-89-360-86-208; fax: 49-89-360-290, e-mail: swinter @ksmesse.de.

Macwelt
Macwelt
Macwelt

PREPARING FOR THE OFFICIAL OPENING OF MACWORLD & PUBLISHING EXPO '97 *(left to right): Dirk Betersdorff, marketing manager, Macwelt; Stephan Scherzer, publisher, Macwelt; Brigitte Solbach, partner, K+S; York von Heimburg, managing director, IDG Magazine Verlag; and Gunnar Kuechler, partner, K+S.*

PC World, PC World Online Drive Home their Message

Mobile billboard trucks cruise the streets of Las Vegas during Comdex Fall '97



PC WORLD'S "ONE HOT BOOK" CAMPAIGN AND PC WORLD ONLINE'S PROMOTIONS BROKE THROUGH THE CLUTTER (AND *traffic) of Comdex/Fall '97 in Las Vegas with two mobile billboard trucks. The trucks, which rotated images every 90 seconds, drove between the Las Vegas Convention Center and the Sands Convention Center, along the Vegas strip and by the airport the entire week of Nov. 15-21.*

IDG
INTERNATIONAL DATA GROUP

Job Opportunities
Monday, December 15, 1997

Marketing Specialist (NW)
Network World, Inc.'s Professional Development Group is looking for a Marketing Specialist to work on a variety of marketing logistics in support of their seminar programs. Responsibilities for this position include organizing and coordinating all aspects of our direct mail programs, handling corporate sponsor marketing logistics and assisting with market research. The ideal candidate should be well organized, detail oriented, possess strong computer skills and be an excellent communicator. Prior marketing experience strongly preferred. Experience with Pagemaker or Quark a plus. Some travel required. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Marketing Specialist (NW)
Network World, Inc. is looking for a marketing specialist on a full-time temporary basis for the next six months to manage a variety of marketing logistics in support of Network World's marketing services including trade shows and events as well as our Global Product Support Center (GPSC). Responsibilities include managing all aspects of trade show logistics, global product line meeting logistics, contributing to our GPSC quarterly newsletter as well as assisting with the development of promotional materials and other added value programs. The ideal candidate should be proactive, extremely detail oriented, well organized, an excellent communicator and possess strong writing skills. Prior exposure to marketing projects and logistics planning experience preferred. Experience with Quark, Filemaker Pro and Microsoft Office desired. Minimal travel required. For immediate consideration call Danielle Volpe in Human Resources. ***Location: Framingham, MA***
Contact: D. Volpe, Fax: 508-820-3340, Phone: 508-820-7472, Email: hotjobs@nww.com

Test Manager (PCW)
Manage Performance Analysts in the PC World Test Center and ensure on time delivery of accurate and meaningful test results. Participate in coordination and assignment of testing resources. Plan, develop and execute tests, and analyze and prepare results for a variety of PC hardware and software products. Qualified candidates should possess a thorough understanding of microcomputer technology. Knowledge of usability testing procedures is a plus. Excellent communication skills required. Candidate should have a bachelor's degree in computer science or equivalent experience. Supervisory experience preferred. ***Location: San Francisco, CA***
Contact: J. Milenbach, Fax: 415-546-1673, Phone: 415-267-1790, Email: julian_milenbach@pcworld.com

Assistant Program Manager (CIO)
CIO Executive Programs seeks an Assistant Program Manager. In this position you will have responsibility for content and marketing support of individual programs or events. This includes developing the details of the agenda, arranging for presenters, marketing the program and fulfilling the overall role of assistant event manager; ensuring that schedules, quality and attendance targets are achieved. Ideal candidates will possess a Bachelor's degree or equivalent experience and 3+ years business experience. Candidates will posses demonstrated ability in project management; strong creative writing and editing skills; excellent communication skills; and the ability to excel in a fast-paced, multi-task environment. Some travel required. ***Location: Framingham, MA***
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-935-4315, Email: alana_jones@idg.com

Web Developer (FCW)
FCW Government Technology Group, publisher of Federal Computer Week and civic.com, is seeking a Web Developer with the drive, creativity and discipline to help FCW's web site mature as the most valued on-line resource for government information technology professionals. ***Location: Falls Church, VA***
Contact: S. LeCompte, Fax: , Phone: , Email: steve_lecompte@fcw.com

Web/Database Engineer (IIP)
This engineer will be responsible for developing and implementing content databases and integrating them with the print publication and web site. Additional responsibilities will include managing a building relocation and network installation at a new facility. This will involve assessing networking needs, purchasing equipment, hardware, and software, as well as supervising the installation of networking systems for the new building. The ideal candidate should have experience in a publishing environment, preparing large-scale, relational databases for a web site. Candidates should also be familiar with web site administration and related network hardware/software issues. Management and supervisory experience are a must. Technical skills required: Unix/Solaris, Perl scripting, TCL scripting, HTTP administration, Oracle development. Programming in C and exp. with Vignette a plus.
Location: San Francisco, CA
Contact: S. Ginenthal, Fax: 415-442-0766, Phone: 415-978-3203, Email: shelly_ginenthal@macworld.com

Account Executives (2 positions) (Mac Pub)
The ideal candidate for these positions will be the inside partner of a selling team with a District Sales Manager. Primary responsibilities will be to sell display advertising, as well as service assigned accounts in a designated territory and prospect and develop new accounts. Candidates should have a solid understanding of the Mac and IT market, experience working in or with high-tech companies and excellent communication skills. ***Location: San Francisco, CA***
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: jobopportunities@macworld.com

District Sales Representative (Mac Pub)
Partnering with an inside account exec, this outside sales person will pursue all advertising and other revenue generating opportunities with national and strategic accounts by means of creative selling and marketing at all levels of the account. The designated territory is in the Midwest. This position requires experience working in or with high-tech companies; a solid understanding of the Mac market as well as previous ad sales experience. ***Location: San Francisco, CA***
Contact: R. Regan, Fax: , Phone: 415-547-8652, Email: rob_regan@zd.com

Staff Editor (PCW/Online)
Areas of responsibility include writing and editing articles (Features, Reviews, News, etc..) for PC World Online; managing a section and freelance authors. Special skills or requirements include strong writing and editing, 2 years of similar experience or degree in journalism. ***Location: San Francisco, CA***
Contact: Y. Li-Ron, Fax: 415-974-7316, Phone: 415-267-4587, Email: yael_li-ron@pcworld.com

Places to find a complete listing of job opportunities across IDG:
- **Lotus Notes - Job Opportunities Database**
- **IDG Central - http://idgcentral.com**
- **IDG Web Site - http://www.idg.com**
- **Job Hotline - East Coast: 508-935-4406 West Coast: 415-978-3100**
- **The World Update on the last Monday of every month.**

Human Resources Assistant (IDC)
This position will provide administrative assistance to the Director of Human Resources & Administration as well as support to a three person HR department. This person will be responsible for the end of the month HR filing and end of the month HR reports, organizing and stocking the HR supply closet and HR related packages, scanning and coordinating the resume tracking database and resume correspondence, creating HR marketing materials and bulletin boards, coordinating HR distributions, and helping to organize IDC company wide events. In addition, this person will handle the following IDC programs: Matching Gift Program, Health Club reimbursements, Disney Memberships, MASS Buying Power, Sam's Club, Ski Tickets. This position requires a mature individual who has the ability to handle multiple projects in a fast paced environment, strong organizational and customer service skills as well as the ability to handle confidential or sensitive subject matter. ***Location: Framingham, MA***
Contact: A. Schneider, Fax: 508-935-4600, Phone: 508-935-4419, Email: anne_schneider@idg.com

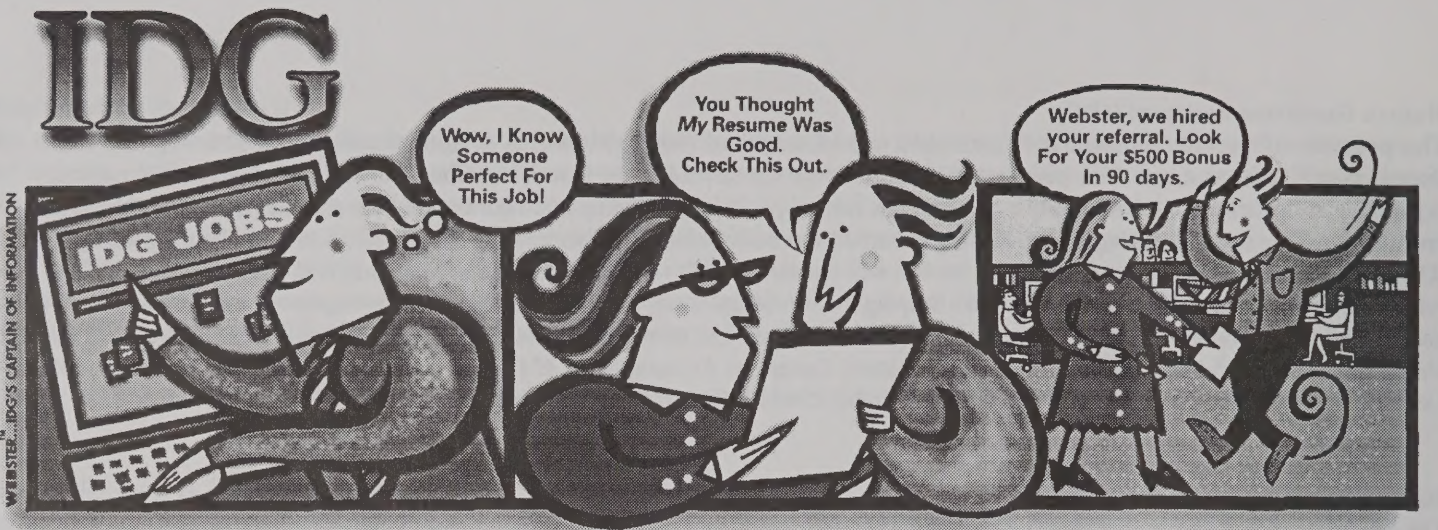
Intern - Services (IDC)
The candidate in this part-time internship will work in the Consulting & Management Services; Outsourcing CIS Program. This intern will assist IDC senior analysts with secondary research initiatives and will have responsibility for contributing to bulletins, reports, and inquiry research. Strong communication, writing and computer skills are necessary. Individual should be familiar with MS Office products. ***Location: Framingham, MA***
Contact: M. Engman, Fax: 508-935-4610, Phone: 508-935-4266, Email: idc_jobs@idcresearch.com

Associate Research Analyst, IRS/CIA (IDC)
IDC's Investment Research Services/Custom Information Access (IRS/CIA) program provides customer defined research support to a variety of organizations: brokerage firms, commercial banks, investment banks, money-managers, advertising/PR firms, technology related vendors, accounting/consulting firms, and semiconductor vendors. The IRS/CIA program is currently looking for an Associate Research Analyst. The program is designed to provide access to IDC's full complement of research services through a carefully managed client-support mechanism. The analyst account managers support a defined client franchise through both inquiry-on-call and proactive research support. The analyst is responsible for managing all client requests and contributing to larger research projects and initiatives. Some responsibilities include; client management, inquiry support, custom project management (client driven & program specific) and maintain knowledge of IDC products and all segments of the IT industry. ***Location: Framingham, MA***
Contact: E. Baptiste, Fax: 508-935-4610, Phone: 508-935-4649, Email: idc_jobs@idcresearch.com

Account Manager, Special Markets (IDG/B)
Primary responsibility will be to promote and sell into mid-size companies and state and local governments by proactively generating leads via inside sales techniques. You will close business and process orders over the phone as well as build and maintain the corporate database. 2+ years inside sales experience, preferably to corporate customers. Excellent verbal and written communication skills. ***Location: open***
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

VAR/Trainer Account Manager (IDG/B)
Responsibilities include promoting and selling IDG products into our current VARs, training companies, seminar companies and Novell Certified Training Centers as well as proactively generating sales leads into new VAR/Trainer accounts. Requires 2+ years sales experience, preferably to corporate, training or educational customers, as well as superior written and verbal communication skills. ***Location: Indianapolis, IN***
Contact: C. Yam, Fax: 650-655-3206, Phone: 650-655-5013, Email: cajobs@idgbooks.com

Executive Assistant (IIP)
The ideal candidate for this position will assist the Associate Publisher and VP/Sales and Marketing in all areas of sales management, marketing management, business development and office administration. This position requires that the candidate be very PC literate (excel, word, powerpoint, email, contact management/database, etc.), is proactive and organized, is able to multi-task effectively, is a self-starter, has some sales aptitude, and has excellent verbal and written communication skills. ***Location: San Francisco, CA***
Contact: M. Chow, Fax: 415-442-0766, Phone: 415-978-3272, Email: jobopportunities@macworld.com


IDG
WEBSTER™...IDG'S CAPTAIN OF INFORMATION
IDG JOBS
Wow, I Know Someone Perfect For This Job!
You Thought *My* Resume Was Good. Check This Out.
Webster, we hired your referral. Look For Your $500 Bonus In 90 days.

KNOWLEDGE. COMMUNICATION. INNOVATION. WORLDWIDE.

IDG Employee Referral Bonus Plan

YOU GET

$500 for each referral that results in a regular full-time or part-time hire within participating divisions. $200 for casual part-time referrals working a minimum of 20 hours.

**Business units may elect not to participate for part-time hires.*

With 2 successful referrals, you'll be entered into the year-end drawing for the following:

Grand Prize — $1,500 **Runner Up — $1,000**

RULES

- You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division that participates.
- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are eligible if one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resources Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date for that specific position will be awarded the bonus.
- Employees must submit a referral for each new position a candidate is considered for.
- In the case of discrepancies, Human Resources will make the final decision.

Date: ______________________________

Applicant's Name: ______________________________

Position referred to: ______________________________

Company Name: ______________________________

Referred by: (Employee Name) ______________________________

Company Name: ______________________________

Note: In order to be eligible for your referral bonus, this form must be completed, and submitted to Human Resources before the candidate is considered for the position. H.R. will forward this form along with the resume to the hiring manager.

FOR HUMAN RESOURCES USE ONLY

Employee Receiving Bonus: ______________________________

Company Name: ______________________________

Referred Employee: ______________________________

Company Name: ______________________________

Date of Hire: ______________________________

Ninety Day Date: ______________________________

Charged to BU/Department# ___-___-_____-50300-____

H.R. Signature: ______________________________

Bonus check to be given to: ______________________________

Bonus Amount: $500 $200

Find most recent opportunities on www.idg.com — IDG Careers

WEBHOPPER

continued from page 1

brand-name products from vendors they know and trust after consulting current product information and objective reviews from the IDG publications they know and trust," said **Andrew Eisner**, WebShopper's director of content.

"WebShopper exemplifies IDG's vision of the transactional, direct-response model serving the millions of IT buyers who are making computer product purchases over the Internet," said IDG President **Kelly Conlin**.

PC World Online lends a hand

Under the direction of Ezequelle, the San Francisco-based staff of 18 plus five contractors, which includes Web designers, content editors, product managers and marketing professionals, has been readying the WebShopper site for launch since this May. (The division itself was founded in September 1996.) PC World Online worked with the division in its early days and still shares a production department and financial management with WebShopper.

The WebShopper concept is totally unique," Ezequelle noted. "There's nothing that comes close, not the Internet commerce sites that use a mall model — which is where you build a site and rent space on it for the resellers to sell from — or require users to go through exhaustive searches for the product information they need, or the manufacturers' own sites, which do not offer brand choice. We wanted to create a user-friendly, self-contained environment that places a premium on the customer experience."

User is in control

How does WebShopper do that? According to Ezequelle, "A normal retail site on the Web is very much like a retail experience in a store. It's very noisy, there's a lot of handwaving, and the things you see are product-special. When you come to WebShopper, it's a very quiet environment and the information comes first. Rather than make you navigate around the site to find the products you want, we take you to the product category. Each category has its own home page. All the information on that page is about, say, modems — all the editorial, all the awards, all the advertising and any reseller specials are on that page. The user is in control."

WebShopper is targeting buyers who purchase hardware and software products in small to medium-size businesses — companies with 10 to 250 employees. According to WebShopper research from its Web-Shopper Customer Panel — which was based on a sampling of *InfoWorld* and *PC World* subscribers who answered questionnaires on the Web and Web shopping — these buyers regularly shop electronically for IT-related products and plan to buy more of them over the Internet, especially as electronic software distribution becomes more viable. IT spending online currently accounts for 29% of total online spending for goods and services.

Helping people buy things

"Right now we're prioritizing how we're going to grow," Ezequelle said. There are so many opportunities, we have to pick the one that gives us the most bang right away. We can go international with this really easily. Also, we have 166 advertising units to sell and it will be very nice when they're sold. We hope to have $30 million to $40 million in sales coming through our site by the end of 1998."

WebShopper will be supported by advertising revenue through showrooms (repurposed material from a manufacturer that shows its entire line of a specific product and its accessories), banners and medallions that link to product information areas on the site. Ezequelle said that when "the manufacturers repurpose those materials, we put Buy buttons on them so the customer can go right from the showroom to the cash register."

Ezequelle said WebShopper will also receive a share of the gross revenue that resellers receive from WebShopper orders.

"WebShopper will be accruing revenue from the first order that is processed by its resellers. We have no idea, nor do we care, which products are sold. We just want to help people buy things."

Photos of the WebShopper staff and contact information are on IDG World Update Online (http://idgcentral.com).

WEBSHOPPER CARVES UNIQUE NICHE IN GROWING FIELD

The competition in IT e-commerce has intensified in the last few weeks. Originally, only Ziff's NetBuyer, an online version of *Computer Shopper,* was available on the Web (netbuyer.com). In recent weeks CNET launched a commerce site (computers.com) and CMP announced that they will launch Tech-Shopper (techshopper.com) this month.

While some similarities exist between the sites, the others, according to WebShopper President David Ezequelle, are all lead-referral services that drop the buyer into a reseller site. WebShopper takes the buyer all the way to the point of transaction before handing the order to a reseller and participates in the confirmation and order-retention process.

"This means we're not a reseller," Ezequelle said. "We didn't want to be. We're most happy to let the reseller process the sale, which keeps us from being in competition with any of our advertisers."

GET OUT YOUR CREDIT CARDS

The amount of commerce conducted over the Web is expected to grow dramatically — from $2.6 billion last year to more than $220 billion during 2001.

68% of annual commerce revenues will come from business vs. home or government users by 2001.

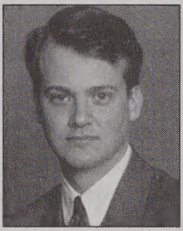
By 2001, four-fifths of commerce transactions will be conducted over the Web as opposed to by fax or phone.

SOURCE: IDC REPORT "THE GLOBAL MARKET FORECAST FOR INTERNET USAGE AND COMMERCE"

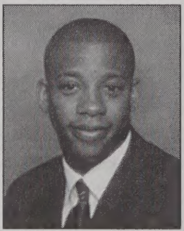
NOTEWORTHY

PROMOTIONS

IDC Printer Group Associate Analyst **Keith Waryas** has been promoted to analyst. According to Research Manager **Alyson Frasco**, in addition to being frequently quoted in the press, Waryas "has increased his knowledge of the printer market substantially, especially the consumer segment and related supplies. He produces all the research and handles client issues for the U.S. Quarterly Printer Tracker Service. Keith also investigates client satisfaction through our new "Client Care" program, which has been very successful in ensuring renewals."


KALDOR

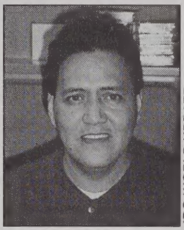
Sean Kaldor has been promoted from director to vice president, Worldwide Quarterly PC Tracker and Consumer Devices Research. "While Sean has been with IDC a little over two years, his unique talents and incredible drive have had a measurable impact on IDC's financial and competitive success," said **Bruce Stephen**, group vice president. "At the center of Sean's contribution is the launch of the Worldwide Quarterly PC Tracker, which by all measures is an amazing success. From one client and no product two years ago, we have grown to over 20 clients and revenues of $1.7 million in FY97 (against a plan of $1.0 million) and current bookings of $3 million."


BROWN

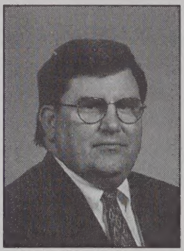
IDC's **John Brown** has been promoted from senior analyst to research manager, Worldwide Quarterly PC Market Tracker. "Since joining the PC Tracker team at its launch, John has served a pivotal role in producing detailed, high-quality PC market statistics, as well as supporting and advising a rapidly growing client base of extremely demanding users," said Sean Kaldor, IDC vice president, Worldwide Quarterly PC Tracker and Consumer Devices Research.

Christine Arrington moves up from analyst at IDC to senior analyst, U.S. Quarterly PC Market Tracker. "Christine joined IDC after four years in the market research field and immediately undertook responsibility for the complete U.S. Quarterly PC Tracker market model," Kaldor noted. "Successfully transitioning the responsibility, she has delivered high-quality, timely and well-supported market views, despite challenges such as major changes in related supporting programs at IDC. Christine played a key role in earning the U.S. Tracker program a 100% renewal rate and extremely high client satisfaction. In addition, her efforts to generate additional sources of revenues in new products and consulting activities were pivotal to achieving 413% of the 1997 profit plan."

NEW EMPLOYEES


IDG WORLD UPDATE
ECHEVARRIA

Previously a technical support lead at San Francisco State University, **Mario Echevarria** is now an information systems specialist with *PC World*. He has a computer science B.S. from SFSU and a black belt in karate. In his spare time, he enjoys 3-D animation, cinematography and tennis.


SCHROEDER

Michael Schroeder joins *InfoWorld* as its director, information systems, coming from a similar position at CMP Media's *NetGuide*. He earned a B.A. in economics and journalism from the University of Southern California and provides volunteer consulting for a private school and mentors start-up businesses.

IDG WORLD UPDATE
SCHULTZ

Kathy Lou Schultz joins *InfoWorld* as a copy editor, coming from Howard, Rice, Nemerovski, Canady, Falk & Rubin where she held a similar position. Kathy has a double major B.A. in creative writing and women's studies from Columbia University/Oberlin College and an M.F.A. in poetry from San Francisco State University. She edits two literary magazines: *Lipstick Eleven*, which publishes innovative American work, and *Sweat: The International Labor Magazine of North America*. Her collection of poems, *Re dress,* won SFSU's Michael Rubin poetry award.

IDG WORLD UPDATE
LEE

Lana Lee straps on the headset as *InfoWorld*'s newest receptionist. She is currently enrolled at DeAnza College in Cupertino, Calif., as a full-time student and also works as a Youth Society director and an YMCA counselor and swimming instructor.

IDG WORLD UPDATE
LATTE

Donna Latte has left her job as an editor with Ten Speed Press, where she edited nature-related books, to become a copy editor with *InfoWorld*. She graduated from Washington State University with a B.A. in English and likes to hike.

Lisa Bennion has signed on with *Network World* as an account executive based in Santa Clara, Calif. She has held similar positions with the ad agencies Hampel Stefanides and Harris & Love in Salt Lake City. She has a B.A. in organizational communications from the University of Utah and recently began training for the Alaska Midnight Marathon in Anchorage in June.

Computerworld's New Jersey sales office welcomes Sales Associate **Kristen Majerczak**. Kristen recently worked as an account representative for O'Sullivan Menu Publishing. She has a B.S. in sociology and elementary education from Moravian College in Bethlehem, Pa.

All business units are invited to send information for the Noteworthy section to: world_update@idg.com.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: All anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Rick Ciliberto - Computerworld
Susan Searle - IDG Australia
Steven Brown - InfoWorld

ELEVEN YEARS
Debra Guilfoyle - InfoWorld

NINE YEARS
Piero Todorovich - IDG Italy
Charlie Bruno - Network World

EIGHT YEARS
Stephanie McCann - Computerworld

SEVEN YEARS
Harriet Karas - IDC
Karen Sambrook - Computerworld
Sagrario Fernandez - IDG Spain

SIX YEARS
Stephen McClure - IDC
Alvin Young - IDG Government
Isabelle Kane - Computerworld
Mauro Calderara - IDG Italy
Laura Wonnacott - InfoWorld

FIVE YEARS
Cindy Zuck - InfoWorld

FOUR YEARS
Anne Stuart - CIO
Steven Cooper - IDC
Dana Gardner - InfoWorld

THREE YEARS
Michelle Vittori - IDG
Sarah Desmarais - IDG
Beth Nichols - IDG
Sara Evangelous - CIO
Amy Malloy - Computerworld
Barbara Stewart - Network World
Michael Eadie - Network World
Beth Martinez Schultz - Network World
Pauline Chouinard - Network World

TWO YEARS
Julie Buchheit - IDC
John McArthur - IDC
Corey Cohen - PC Games
David Rodriguez - IDG Spain
Sandra Gittlen - Network World
David Pellegrini - InfoWorld
Terry Goin - InfoWorld

ONE YEAR
Anthony Damigella - Event Travel Svcs.
Jeff Bareilles - Publish
Jansen Chiu - IDG Marketing Services
Lonnie Tillett - FCW
Larissa Gagainis - Computerworld
Judith Bernstein - Computerworld
Motoko Kon - IDC Japan
Roger Arevalo - PC Games
Sean Landry - Network World
Will Green - ICE
Sally Sinclair - ICE
Andrew Burrell - ICE
Mike Twohig - ICE
Leilani Duarte - InfoWorld
Maria Cristina Fuentes - InfoWorld

MYSTERY BUILDING CONTEST WINNERS

1. IDG Books, Foster City, Calif.

2. Connell Communications, Peterborough, N.H.

3. IDG Marketing Services, San Francisco

The Mystery Building contest in the Nov. 17 issue of *IDG World Update* attracted a large number of entries — most of which correctly identified the three buildings as:

IDG Books in Foster City, Calif. Connell Communications in Peterborough, N.H. and IDG Marketing Services in San Francisco.

The three winners, whose entries were selected in a random drawing are:

Sarah Baccenetti, IDG Italy
Nipool Patel, Computerworld
Lee Weiner, CIO Communications

Sarah, Nipool and Lee will each receive an *IDG World Update* baseball cap.

Thanks to everyone who entered! Look for another contest soon and don't forget to send in those pictures of your own office building! A *World Update* pen awaits every person who submits a photo.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Randy Braun will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pens.

HONORABLE MENTIONS

"I guess the old saying is true — you can't teach an old dog UNIX."

- Dan Amich
GamePro Media Group

"What is it Lassie? ...There's someone trapped behind a firewall?? Good girl! Point me to the URL."

- Stuart Dale
Computerworld

"What is it boy? Is PCjr in trouble? Did he crash again?"

- Rob Springer,
IDG Books Worldwide

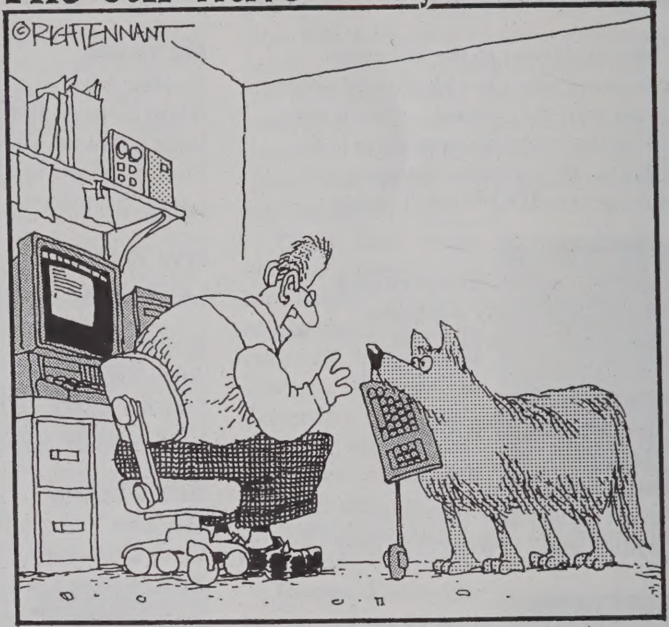
"Rover, as my news editor, you've got to come up with more sensational story ideas. Our readers won't waste their time on 'Dog bites keyboard.' They want 'keyboard bites dog.'"

- Colleen Kelly
Federal Computer Week

At that moment it dawned on Smedley that his Fetch software was meant for something entirely different.

- Michael Welch
IDG Books Worldwide

The 5th Wave **By Rich Tennant**



"Not now, boy. We'll go to www.thepark.com later."

- Randy Braun
IDC

"I should've known better than to have shown you those sexy poodles on the 'net, Rex!"

- Gonçalo Cruzeiro
IDC Portugal

Rich Tennant's original caption:

"What is it, Lassie? Is it Gramps? Is it his hard disk? Is he stuck somewhere, girl? Is he trying to write CGI programs to a Unix server running VRML? What, girl, what?!"

IDG WORLD UPDATE

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.

Volume 27, Number 51 December 22, 1997

This Year in Review issue is a time for reflection — and the *IDG World Update* editors invite you to think about how your employee newsletter performed in 1997. Tell us what you liked best, least (and why!) and how we can make *World Update* more useful. Send an e-mail (world_update@idg.com) or fax (617-423-0712) by Feb. 1, 1998. All respondents will receive an *IDG World Update* pen and be eligible for a random drawing to win an IDG tote bag.

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

1997: A Year to Remember

JANUARY

IDG is invited to co-produce China Computerworld Expo (South) and Network World Conference in Guangzhou, China.

Macworld's Global Product Support Center sponsors an International Product Line Meeting for *Macworld* staffers from 14 countries at Macworld Expo/San Francisco.

◆◆◆

IDG Vice President of Technology **Bob Metcalfe** is inducted into the INFOMART Information Processing Hall of Fame. He was honored for inventing Ethernet, establishing 3Com Corp. and serving on several federal IT-related boards and committees.

COMPUTERWORLD SOUTH POLE
IDG IS #1 AGAIN!

IDG CHAIRMAN PAT MCGOVERN JOURNEYS TO ANTARCTICA TO *launch Computerworld South Pole, making IDG the first company to have publications on all seven continents. Above, McGovern and his wife, Lore, stand at the marker indicating the ceremonial location of the South Pole.*

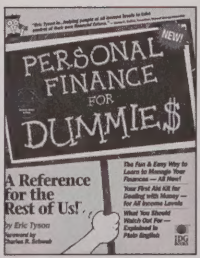
IAIN GILLOTT AND HENRY MORRIS ARE HONORED WITH IDC'S *Peacock Award for their work in the global wireless communications and the Applications and Information Access markets, respectively.*

◆◆◆

IntraNet magazine
Star power

IT Media, IDG's South African publishing partner, introduces *IntraNet Magazine* for network IS professionals.

◆◆◆



The Jan. 27 issue of *Business Week* magazine acclaims IDG Books' *Personal Finance For Dummies* (540,000 copies sold) as the No. 12 best-selling book for 1996.

• CONTINUED PAGE 2 •

JANUARY

continued from page 1

HUNGARY'S PRIME MINISTER GYULA HORN COMES TO IDG'S *Budapest office and logs onto its Web site to hold his first online press conference. Horn's discussion of his nation's plan to join the European Economic Community drew 14,500 connections to IDG's iNterRNeTTo Web site. At right, IDG Hungary's* ***Istvan Biro.***

❖❖❖

No. 13 is a lucky one for Macworld Expo/San Francisco organizers. The 13th annual show breaks all U.S. Macworld Expo attendance records with more than 76,000 people turning out for a sold-out show with 525 exhibitors.

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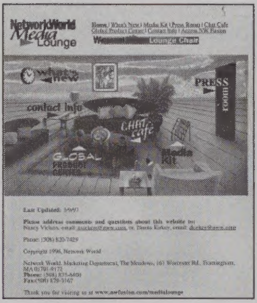
NetworkWorld Media Lounge
contact info
PRESS room
Chat Cafe
Global Product Center
Media Kit

Network World launches its Web-based Media Lounge. The site gives high-tech marketing and media professionals a place to quickly gather market intelligence online in a fun environment where they interact with industry peers.

❖❖❖

COMPUTERWORLD
Dirt cheap deal wins over GIO
PC WORLD
Multimedia Upgrades
Pentium tests
IT Casebook
Travelling Business Class
Internet ROI
Position is Everything

Three IDG Australia publications – *PC World, Australian Reseller News* and *Computerworld's IT Casebook* – ring in the new year with Australian Business Publisher's Bell Awards for "excellence in specialist and business publishing."

10+ YEARS

Joe Levy, 25 • Joanne Oteri, 23 • Dieter Eckbauer, 22 • Rainer Oberlander, 21 • Maureen Burke, 20 • Vicente Tardin, 18 • Josef Lohner, 18 • Klemens Paunert, 17 • Joanne Boiardi, 16 • Esther Almada, 16 • Raul Moreno, 16 • Renee Pierce, 15 • Bernhard Weeser-Krell, 15 • Kazuhiro Hara, 15 • Michelle Reyes, 14 • Andreas Forth, 14 • Beverly Wolff, 14 • Joan Daly, 14 • Juanita Clark, 14 • Averie Rosemark, 14 • Paula Foss, 13 • Maria Grazia Rovati, 13 • Maristela Oliveira, 13 • Marcia Farrington, 13 • Mark Winther, 13 • Donna Sparrow, 13 • Guadalupe Almaguer, 13 • Paul Bonarrigo, 12 • Maureen Rondeau, 12 • Tone Wolmerson, 12 • Rebecca Segal, 12 • Nancy Percival, 12 • Audrey Abbott, 12 • Michael McShane, 12 • Donald Young, 12 • Lois Beninati, 12 • Junichi Sasaki, 11 • Shelly Ginenthal, 11 • Elin Olsen, 11 • Bradley Thorpe, 11 • Lorraine Witzell, 11 • Juan Manuel Tapia, 10 • Alda Campos, 10 • Jean Bozman, 10 • Vera Chan, 10 • Barbara Murphy, 10 • Anne Armstrong, 10 • Claudette Sears, 10 • Mark Hurlow, 10 • Kathryn Taplett, 10 • Kimberly Schuberthan, 10

JANUARY

At Macworld, Apple unveils Rhapsody, its effort to bring the Macintosh OS into the future, while stock falls on news of another poor quarter.

FEBRUARY

Listen or boot up!
NEW!
BEETHOVEN FOR DUMMIES
Classics for the Rest of Us!
IDG BOOKS

Roll over, Beethoven, tell Tchaikovsky the news: IDG Books is hitting all the right notes. Nearly 400,000 units of its ...*For Dummies* classical-music enhanced CDs, produced in conjunction with Angel/EMI, have shipped.

Network World Editor-in-Chief **John Gallant** is the featured network industry expert on CNBC's "The Next Millenium."

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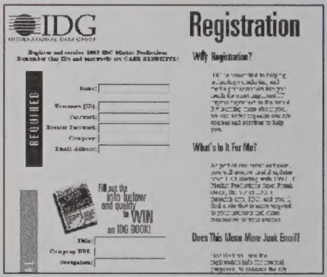
IDG
INTERNATIONAL DATA GROUP
Registration
REQUIRED
Name:
Password:
Company:
Email Address:
Why Registration?
What's In It For Me?
Fill out the info below and qualify to WIN an IDG BOOK!
Title:
Company URL:
Occupation:
Does This Mean More Junk Email?

Can I see your I.D., please? IDG asks for registration on its home page (http://www.idg.com) in order to track the site's audience.

❖❖❖

It ain't heavy, it's *Network World.* The Framingham, Mass.,-based newsweekly weighs in as the ad page leader for all networking publications for the second year in a row, according to independent ad tracking company The Auditor.

IDG COMPUTER TRAINING SUBSIDIARY, EXECUTRAIN, SIGNS ITS *first Chinese licensee. It is China's first independent professional training company.*

◆ ◆ ◆

IMS/Europe, Middle East and Africa launches a series of events to educate Intel's European subsidiaries about Intel's "Intel Inside" ad campaign. In tandem, IDG Italy shows off recent improvements to *Computerworld Italia* and *Networking Italia* at the Milan Intel event.

◆ ◆ ◆

ABC figures show that *PC Advisor* is the fastest-growing PC business magazine in the U.K.

◆ ◆ ◆

FEBRUARY

World Trade Organization hammers out groundbreaking agreement on global telecommunications liberalization.

◆ ◆ ◆

ExecuTrain, IDG's Atlanta-based computer training partner, becomes the first company in the industry to offer worldwide computer training for Microsoft Office 97.

◆ ◆ ◆

IDG Books breaks into the best-seller lists of *USA Today*, *Business Week* and *Library Journal* for the first time. According to a report published in *USA Today*, *Windows 95 For Dummies* (1.4 million copies sold in the U.S.) was the No. 1 science and technology book sold in 1996, outranking Bill Gates' *The Road Ahead.*

◆ ◆ ◆

NINETEEN YEARS OLD, COMNET '97 DRAWS MORE THAN 48,000 *attendees to Washington, D.C., to see the latest in internetworking technologies, remote/mobile computing, the Web and more. Above (l-r): keynoter Steve Forbes, IDG President* ***Kelly Conlin*** *and then-Computerworld-President* ***Gary Beach*** *share a laugh on the show floor.*

10+ YEARS

Patrick McGovern, 33 • Marion Kibbee, 22 • Richard Priante, 22 • Diane Martin, 20 • Max Jaeger, 17 • Kim Pennett, 17 • Sinval Silva, 17 • Delia Quartey, 17 • Francisco Zabala, 15 • Magdalena Axelsen, 15 • Arline Clements, 15 • Eric Bender, 14 • Seppl Heber, 14 • Carl Marchi, 14 • Iris Clench, 13 • Mary Rinaldo, 13 • Libby Levinson, 12 • Elizabeth Sutton Harpin, 12 • Grace Castro, 12 • Patricia White, 12 • Jack McDonough, 11 • Deborah Goldstein, 11 • Linda Gorgone, 11 • Hilary Utley, 10 • Susan Collins, 10 • Gina Bowman, 10 • Mark Sullivan, 10 • Brenda Shipman, 10 • MaryAnne Sinville, 10 • Marty Garchar, 10 • Penny Stevens, 10 • Rosane Serro, 10 • Paul Mercer, 10 • Magdalena Zabala, 10 • Olga Fernandez, 10

5
COMPUTER!
TOTAAL
jaar

IDG Netherlands' *Computer! Totaal* turns five with an issue chronicling the history of the Dutch PC market during the preceding five years. Two years ago, *C!T* — a *PC World*-style publication — became the first PC monthly in the Netherlands to break the 100,000 paid circulation barrier.

◆ ◆ ◆

Turkeys' burgeoning Internet users lose no time in making PC World Online the country's overwhelming Web site (http://www.pcworld.com.tr) of choice. Said **Cenk Tarhan**, executive editor of PC World Online, "People come to our site because no other Web site in Turkey offers the unique level of service and superior content ours does."

1997
Editor&Publisher
BEST NEWSPAPER
ONLINE SERVICE
WINNER
Award: Best Editorial Content
By An Online Newspaper Service
Category: Weekly and Other
@COMPUTERWORLD
www.computerworld.com

Computerworld's online site, @Computerworld (http://www.computerworld.com), receives one of three awards for best editorial content for an online newspaper at the Interactive Newspaper '97 Conference in Houston, sponsored by *Editor & Publisher*.

◆ ◆ ◆

IDG increases the number of its Chinese publications to 16 with the first issue of *Software*, a glossy, full-color bimonthly aimed at young professionals eager to learn more about the Internet-driven "computer culture." It is the first Chinese newsstand magazine to contain a CD-ROM.

PC World East Africa's sponsorship revitalizes the 12-year-old Sarit Computers show in Nairobi, Kenya. *PCWEA* staffers use their marketing and organizational savvy to boost the show's attendance and prestige. At 21,000, attendance is three times that of last year's show.

◆◆◆

PC WELT

PC Welt's revised online site establishes a new user record for America Online in Germany. Just under 100,000 visitors accessed the site, the most visitors ever to an AOL/Germany computing magazine site and more than three times as many as the nearest competitor's.

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FCW Government Technology Group moves to a new, larger office, consolidating two floors of editorial, sales and business personnel, as well as FCW's test center.

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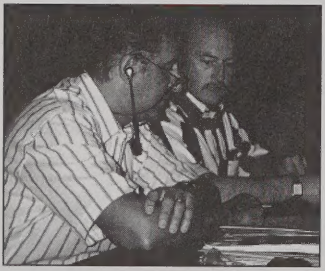

Computerworld/InfoWorld Product Line Meeting in Cancun, Mexico, boosts productivity by providing simultaneous English/Spanish translation service. Above, *CW Argentina*'s **Julio Attala** (left) and **Rafael Roldan**, president of IDG's licensee in Ecuador, listen to a translation of one of the presentations.

FROM THE CREATORS OF THE AWARD-WINNING WEB SITE—CLUB GIRL TECH (WWW.GIRLTECH.COM)
Tech Girl's
INTERNET
ADVENTURES
A GREAT EXPERIENCE FOR GIRLS—AND THEIR PARENTS!
An adventure-filled & fun way for girls to learn about the Internet and technology

You go, girl! *Tech Girl's Internet Adventures,* from IDG Books' Computer Publishing Group, breaks ground on two fronts: the children's market and, specifically, the female half of that market, as it looks to introduce girls to the world of technology.

MARCH

PC World Latin America Product Line Meeting expands the mission of the meeting to foster a greater two-way sharing of ideas among all *PCW* managers and staff.

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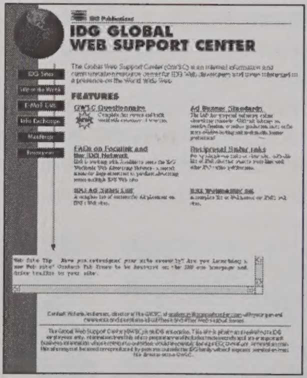

IDG Publications

IDG GLOBAL WEB SUPPORT CENTER

FEATURES

The Global Web Support Center's newly redesigned Web site (http://www.supportcenter.com) makes it easier for IDG employees to navigate the numerous online resources available and help them build a Web presence for their business units.

The release of PC shipment figures for the Asia/Pacific region marks a milestone in IDG history: the first joint announcement from IDC Japan and IDC Asia/Pacific in Hong Kong. The collaborative effort gains substantial coverage in *The Asian Wall Street Journal* and many other publications in the region.

◆◆◆

PCW Romania is the country's leading IT monthly in terms of advertising revenue, according to an audit by The Urban and Regional Center for Sociology. It was ranked fifth among all Romanian monthlies.

◆◆◆

In a *New York Times* op-ed article, IDG Chairman **Pat McGovern** calls for a more balanced view of the legacy of China's Deng Xiaoping. According to McGovern, it should not revolve around Tiananmen Square, but his opening the door to foreign companies, resulting in a healthy and growing market.

ERGEBNISSE DES AKTUELLEN COPYTESTS
ANZEIGEN IM VERGLEICH – REAKTIONEN UND BEURTEILUNGEN
Computerworld

Switzerland's *CW Schweiz* and Germany's *PC Welt* create telephone and online survey programs, respectively, to provide reader feedback to advertisers. Survey winners are featured in slick brochures that the magazines' ad sales teams use as marketing tools.

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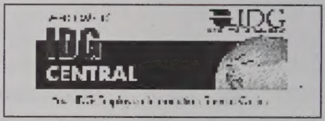

Billed as "your IDG employee information source online," IDG Global Communications takes the wraps off its new, enhanced IDG Central Web site (http://idgcentral.com).

10+ YEARS

Tom Monahan, 19 • Ursula Sauter, 19 • Walter Schonberger, 18 • John Dix, 17 • Ed Scannell, 17 • Helga da Gregori, 16 • Pam Valentinas, 15 • Joan Bayon Pinksy, 15 • Fernando Moran, 15 • Maryann McAuley, 15 • Frederick Losapio, 15 • Juan Manuel Saez, 14 • Lucy Sheehan, 14 • David Vellante, 14 • Cynthia Sparrow, 14 • Dorthe Theodoraki, 14 • Carlos Alberto Pereira, 13 • Leila Cristina Capitucino, 13 • Richard Fachtan, 13 • Dorthe Christensen, 13 • Leif Rasmussen, 13 • Wolf-Dietrich Lorenz, 13 • Christina Spence, 13 • Leslie Barton, 13 • Ditter Stein, 13 • Rachel Parker, 12 • Richard Mikita, 12 • Joachim Herbert, 12 • Dolores Hermosell, 12 • Ramon Nacenta, 12 • Judit Fulop, 11 • Simone Fiedler, 11 • Melanie Guy, 11 • Michael Sullivan-Trainor, 11 • Jim Brown, 11 • Joanne Hoffman, 11 • Stephen Tozeski, 10 • Patricia Sims, 10 • Richard Villars, 10 • Michele Winiker, 10 • Tania Evans, 10 • Jane Lagas, 10 • Lyndsay Brunning, 10 • Eleni Brisbois, 10 • Susan Cardoza, 10 • Anne Foley, 10 • Karman Cheng, 10 • Magdalena Koch, 10

And the award goes to…The Webbys, the Internet's first major content-driven, consumer-focused and nationally televised awards program. Sponsored by *The Web* magazine, the Webbys "shine a spotlight on content, not technology," said **Steve Fox**, *The Web*'s editor-in-chief.

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CIO's Western Regional Sales Manager **Richard Bastas** wins $2,000 in a random drawing by IDG corporate Human Resources for referring colleagues **Jim Barrett** and **Len Ganz** to the company in 1996.

◆◆◆

IDG Taiwan departments try to out-perform each other in a series of skits at their traditional end-of-the-lunar-year staff celebration. This group, featuring IDG Taiwan Chairman **Jack Wang** (front left) dons grass skirts for a spirited performance of the Macarena.

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A site of one's own: The 235 hugely influential IDG Global Summit attendees in Santa Barbara, Calif., get a Web site of their own. The site provides a forum for continued sharing of information and experiences among the attendees.

IDG World Update Online is redesigned with a cleaner look, more color graphics and easier navigation.

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Grafika & Poligrafija (a.k.a. *Publish*) becomes the second IDG publication to be produced in Latvia by Riga-based licensee DT Media Group. It is the eighth international *Publish* title.

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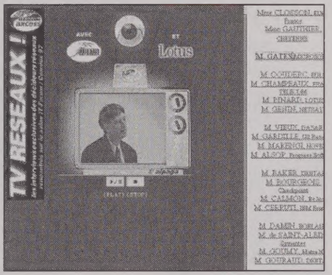

IDG France's *Reseaux & Telecoms* becomes the first European Web site to offer visitors full-motion video. TV Reseaux (http://www.reseaux-telecoms.fr.) includes 30 live interviews with leading IT executives, including Microsoft's Bill Gates.

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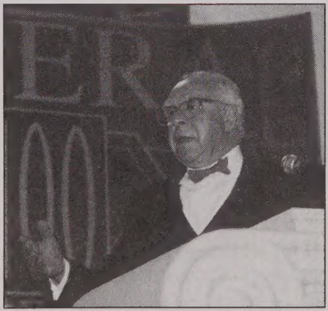

Despite a last-minute change of venue, *Federal Computer Week*'s eighth annual Federal 100 Awards in Washington, D.C., is a sold-out success and makes money for the publication. Writer Art Buchwald (pictured) delivered a highly entertaining speech prior to the awards presentation.

FOR THE THIRD CONSECUTIVE YEAR, IDG PUBLICATIONS *garnered more Neal Awards from the American Business Press than any other competitor. Macworld Online, Network World and PC World were honored at a ceremony in New York City. Above (left to right):* ***Kelly Conlin, Cathy Baskin, Phil Lemmons, Paul Divine, Paul Desmond, Angela Freeman*** *and* ***Daniel Tynan****.*

In its 32nd year, Directions – IDC's annual review and forecast of the worldwide information technology and telecom industries — breaks records for attendance and overall conference evaluations. Above, Senior VP **John Gantz** discusses the outlook for new Internet technologies.

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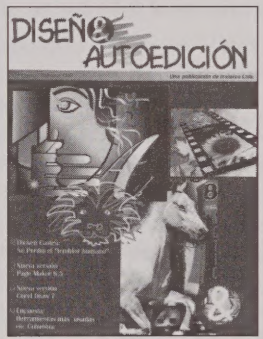

Computerworld Colombia introduces *Design & Desktop Publishing*, a bi-monthly supplement targeting the computer-aided art and design market, which will be inserted into every edition of *CW Colombia.*

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THE FIRST NETWORK WORLD SUMMIT BRINGS GLOBAL *product line family together in Madrid, Spain. The major focus of the 39 attendees representing 17 countries was product branding.*

IDG WORLD EXPO/JAPAN SPONSORS THE FIRST HEALTHCARE *Information World in Yokohama City. The event was prompted by the increasing use of information technology across the medical profession, as well as the rising interest in health-related information as Japan's society ages. Above,* ***Ken Maesato****, president IMS Japan (left),* ***Peter Horan****, president, IDG Marketing Services (center), and* ***Setsuro Tamai****, president, IDG World Expo/Japan (right) stand with two executives from the Japan Medical Association.*

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IDG Switzerland introduces a new version of its three-year-old *PCtip* publication. Previously published as an insert to the daily newspaper *Tages-Anzeiger* 10 times a year, the new *PCtip* will have a monthly frequency and a narrower target audience comprising 30,000 knowledgeable PC users with high purchasing power.

MARCH

Oracle's outspoken CEO Larry Ellison floats the idea of a hostile takeover of Apple; it sinks.

◆◆◆

PERSONAL FINANCE FOR DUMMIES
INVESTING FOR DUMMIES
HOME BUYING FOR DUMMIES

Three IDG Books titles appear on the best-seller list in *Business Week*'s March 31 issue: *Personal Finance for Dummies* (No. 8), *Investing for Dummies* (No. 12) and *Home Buying for Dummies* (No. 15).

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A WEARY BUT WISER GROUP OF IDG SENIOR MANAGERS POSE *for their "class picture" following an intensive week of work at the 10th annual IDG Publishing Institute, held at Babson College in Wellesley, Mass. Twenty-two upper-level managers representing 17 business units in eight countries attended the five-day session, which focused on global strategic issues facing IDG's business units. Twenty-five senior executives from 14 business units spoke at the institute.*

CIO
The speed of light
PLATINUM

IDG International Publishing Services President **David Hill** signs licenses with two Korean publishers to launch local versions of *CIO* and *Network World.*

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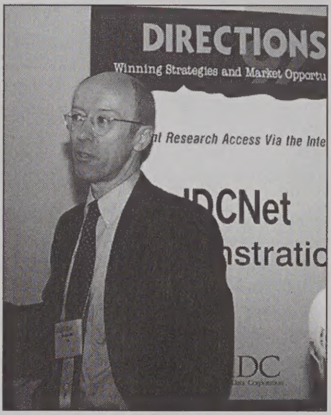

DIRECTIONS
Winning Strategies and Market Opportu
t Research Access Via the Inte
IDCNet
nstratic
IDC

A MAJOR STRATEGIC *initiative 11 months in the planning, IDCNet gives IDC customers 24-hour access to the most up-to-date IT information anywhere. The Internet service is available free to all IDC Continuous Information Service clients. Above,* ***Mike Olfe****, IDC director of Internet products and services, at the IDCNet demo at IDC's Directions '97 in Boston.*

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IDC Senior Vice President **Frank Gens** predicts the leading high-tech growth areas: Internet/Intranet Products and Services; Network Equipment; "Commodity" Servers; PCs and NCs; Web Site Software; Data Access, Management Tools; Internet Application Servers; Internet/Intranet Services; Selling IT in Asia/Pacific; Fixing the Year 2000 Glitch.

"Before we came to [the Publishing Institute] we thought, 'All they care about is plan, they don't care about us.' After we came, we understood, 'All they care about is plan, because they care about us.'"

- Publishing Institute team comment

APRIL

"Classical Tip No. 1: If something is Baroque, it doesn't always need to be fixed." Angel/EMI begins promoting five new Classical Music for Dummies enhanced CD titles on radio stations in New York, Philadelphia and Chicago.

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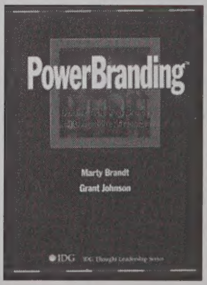

IDG releases the second title in its Thought Leadership Series – *PowerBranding: Building Technology Brands for Competitive Advantage.*

Dylan
Tweney

AFTER RECEIVING 18 NOMINATIONS, IDG DOMINATES THE 40TH *Maggie Awards Program and Banquet, winning six awards, a record number for one publisher. PC World took home four awards, and Macworld and InfoWorld won one each. Above PC World staff members who helped the publication win two of its four Maggies include (from left):* ***Tracy Swedlow, Amy Ng, Dennis Sheridan, Robert Kanes, Kate Godfrey, Daniel Tynan, Yael Li-Ron*** *and* ***Stephen Compton.***

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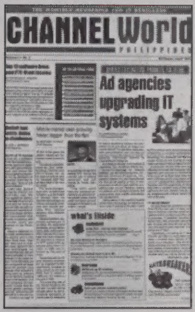
CHANNEL World
Ad agencies upgrading IT systems

ChannelWorld Philippines goes into full monthly production after a vote of confidence from the local IT reseller community on its February debut issue.

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Computerwoche maintains its status as Germany's IT publication of choice for IT professionals and purchasers, according to the LAC '97 market study. Some 33.5% of its 386,000 readers read none of the other 45 IT publications tested in the survey.

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PC Welt becomes the first monthly European PC magazine to exceed an average of 300,000 copies sold (subscriptions and newsstand sales combined).

◆◆◆

Fore! Harper Audio adds *Golf For Dummies* to the list of nine other *...For Dummies* titles available on audiocassette. Total U.S. sales have totaled 150,000 units since their 1995 release.

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ROCS97
.com
expo - conferințe
World Trade Center B
Spon
OM

AFTER SELLING OUT FOR TWO *years, the IDG Romania-organized fall Romanian Computer Show (ROCS) spins off a spring show – ROCScom – dedicated solely to telecommunications. Above, IDG Romania General Manager* ***Mihaela Gorodcov*** *at the opening press conference.*

◆◆◆

StockWorld? A *New York Times* article explores the potential of IDG issuing a series of public stock offerings. In the Jan. 13, 1997, issue of *IDG World Update*, IDG Chairman **Pat McGovern** predicted that by 2020, 20 to 30 of IDG's 150 to 200 business units would be listed on a stock exchange.

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Information-sharing among IDG colleagues was the main focus of the PC World Asia Product Line Meeting in Tokyo. Thanks to IDG Japan's recruitment efforts, NEC, Epson and Fujitsu hosted informative lunch and dinner sessions.

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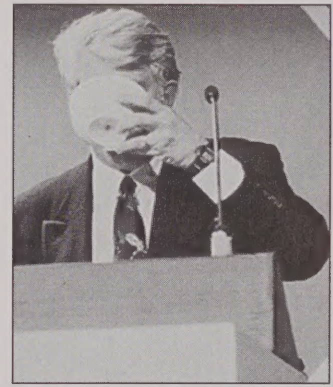

BOB METCALFE EATS HIS *words – literally – at the World Wide Web Conference in Santa Clara, Calif., after predicting at the previous year's conference that the Internet would "catastrophically collapse." During his wrap-up address he tore up the column containing that prediction, pureed it in a blender with some water and drank it.*

ICE℠
INTERNET COMMERCE EXPO
INTERNET SOLUTIONS FOR THE ENTERPRISE

The Internet Commerce Expo (ICE) completes the first leg of its 1997 world tour with a standing-room-only four-day run at the Georgia World Congress Center in Atlanta. ICE/Atlanta proves that ICE's multi-level conference program is quickly establishing itself as the industry standard.

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Common online problems and needs across IDG's European business units were the focus of the first European Online Meeting. Forty employees from 15 countries — including IDG European online publishers, ad sales executives and Webmasters — met in Paris.

◆◆◆

Network World Canada Senior Writer **Deanne Gage** is honored with a Best Story of 1996/Technology and Trade Publications at Andersen Consulting's Business Technology Writing Awards in Toronto.

10+ YEARS

Ney Kruel, 19 • Ann Finn, 16 • Gail Odeneal, 15 • Mette Lautrup, 14 • Mary Rigby, 14 • Edward Acly, 13 • Penny Winn, 13 • Lisa McGrath, 13 • Valerie Sanclemente, 13 • Robert Wallace, 13 • Karen Wallace, 13 • Thomas Bergerskogen, 13 • Joan Swarms, 12 • Diane Lalumiere, 12 • Jose Perez, 12 • Norma Tamburrino, 11 • Martin Meier, 11 • Donna Felice, 11 • Kazuhiko Kajihara, 11 • Robert Wells, 11 • Bartolome Robles, 11 • Nancy Grant, 10 • Mark Leary, 10 • Lonnie Gee, 10 • Susanna Hoffert, 10

IDG'S U.S. INFORMATION SYSTEMS MANAGERS MEET IN *Atlanta and discuss sharing solutions to common problems and coordinating initiatives that affect multiple business units.*

◆◆◆

VIETNAM
COMPUTERWORLD
EXPO

The second Vietnam Computerworld Expo tops last year's attendance by 7,000, attracting 72,000 government officials, corporate and private users and 90 exhibitors to Ho Chi Minh City.

APRIL

German government submits legislation to establish framework for controlling content on the Internet.

JavaWorld
IDG's magazine for the Java™ community
June 1997
Vol. 2 Issue 6

JavaWorld, IDG's online-only magazine (http://www.javaworld.com), tops one million page views – the equivalent of five million pages read in a print magazine. Meanwhile, *Computerworld*'s Web site's (http://www.computerworld.com) monthly readership doubles in a year.

◆◆◆

More than halfway through the fiscal year, IDG profits were 11% ahead of budget. Leading the list of business units posting profits far ahead of expectations were CIO Communications in the U.S. and Germany's Computerwoche Verlag GmbH.

MAY

Computerworld President **Gary J. Beach** is named senior vice president of IDG and will serve as a global consultant for high-tech marketers as part of *CW*'s 47-unit international product line.

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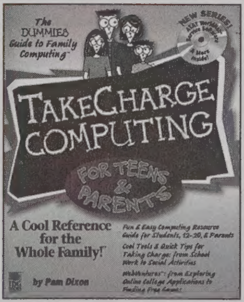
The DUMMIES Guide to Family Computing
NEW SERIES!
TAKE CHARGE COMPUTING
FOR TEENS & PARENTS
A Cool Reference for the Whole Family!
by Pam Dixon

Pass the floppy, Mom. IDG Books Worldwide's three-book line in the Dummies Family Series goes into its second printing. The books focus on ways for parents and kids to use a home computer together.

IDG Marketing Services and IDC collaborate on a new U.S. seminar series – Global High-Tech Marketing: Maximizing Your Impact – that will showcase IDG international marketing expertise.

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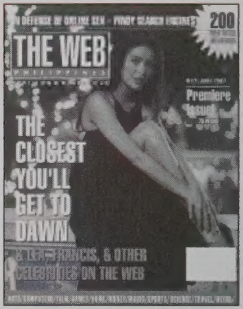
Three titles in IDG Books' *...For Dummies* line — *PCs...*, *Word for Windows 95...* and *Excel for Windows 95...* — are translated for the Turkish market.

◆◆◆

An English edition of *CW Bulgaria* created specially for CeBIT '97 in Hannover, Germany, and targeting foreign companies or individuals investing or working in Bulgaria, draws rave reviews. Above, News Editor **Vesela Nikolova** (left) and Sales Manager **Mila Pancheva** flank IDG Chairman **Pat McGovern**, who holds a copy of the English-language issue.



WS Computer Publishing Corp., IDG's Philippine licensee, launches *The Web Philippines*, the first licensed version of *The Web*. Prior to the launch it had been an occasional insert in *PC World*.

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Of the top 15 best-known Web sites in the Netherlands, WebWereld, IDG Netherlands's site (http://www.webwereld.nl), ranks No. 11.

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Computerworld Broadcast Center expands on *CW*'s successful Web audio offerings. The broadcast center now offers a multimedia experience to visitors looking for up-to-the-minute news and analysis of information technology.

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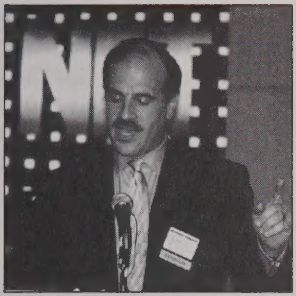
The Network World Fusion site doubles its page request traffic. Registered user count also increases nearly 50%.

10+ YEARS

Robert Wescott, 19 • Christian Mahler, 17 • Sumiko Ozawa, 17 • Karen Weston, 16 • Colleen Hayes, 16 • Deborah Waters-Colacchio, 15 • Arline Clements, 15 •Dorothy Adams, 14 • Lars Egil Saetrang, 13 • Gunn Felldal, 13 • Jon Thore Thorstensen, 13 • Cristina Escobar Lopez, 13 • Gayle McElroy, 12 • Jose Miguel Perez, 12 • Frank Gens, 12 • Terry Lee, 12 • Andreas Dunse, 12 • Rudolf Schuster, 12 • Walter Kainz, 12 • Bob Ostrow, 11 • Dagmar Batschat, 11 • Bartolome Robles, 11 • Julio Attala, 10 • Stephen Lennox, 10 • Mary Musgrave, 10 • Jay Bretzman, 10 • Michael Deutsch, 10 • Susanne Kratoschka, 10 • Michael Nerke, 10 • Patricia Powers, 10



Network World adopts a high profile at NetWorld+Interop show in Las Vegas, with ubiquitous banners, kiosks, awards and the NetBowl Trivia Game Show. Above, Network World President and CEO **Colin Ungaro** makes a point during his introduction of the first annual NetBowl.

◆◆◆

MAY

Digital and Intel take it to court: DEC sues Intel for patent infringement, Intel countersues weeks later.

Lightning struck four times as IDG Books Worldwide took home four Ben Franklin Awards from the Publisher's Marketing Association. Three Excellence Awards were created just to honor IDG Books for "overall excellence in editorial, design and independent publishing."

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InfoWorld launches its Enterprise Careers section for IT professionals. The section offers how-to articles on finding IT jobs, features on technology career trends and reports on training and compensation.

◆◆◆

ComNet Prague '97, the leading communications and networking event in Central Europe, breaks attendance and exhibitor records. Organized by IDG expo partner K+S in Munich, the event also features a high-level conference that draws 250 attendees.

FOR THE FIRST TIME, THE PC WORLD EUROPEAN PRODUCT *Line Meeting in Amsterdam tries "break-out" groups of editors, circulation/marketing managers and salespeople/publishers to allow those interested to discuss issues specific to their areas.*

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PC Player, the Brazilian version of *PC Games* reinvents itself with a redesigned magazine, an improved CD-ROM and an enhanced Web site.

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Macworld Expo Taipei '97 sees a 20% growth in both rentals and number of exhibitors. 55,000 visitors attend the show, at which Macworld President **Colin Crawford** gives the keynote speech.

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Three *InfoWorld* account managers put their office camaraderie to the test by participating in – and completing – the Wildflower Triathlon in California. **Clark Morey**, **Cy Lucas** and **Tom O'Brien** ran, swam and biked their way through the grueling event.

Fourteen IDC employees – and one IDG staff member – earn IDC Excellence Awards for the second quarter of FY97 for business development, quality, service and teamwork. Among the winners was the IDCNet team (above), which was cited for exhibiting outstanding teamwork in bringing its product to market on time and under budget.

◆◆◆

"The greatest invention since page yield!" So says a survey respondent of the IDG Management Publishing Institute held in Half Moon Bay, Calif.

> *"The bookstores gave us two orders – get out and stay out – and laughed us out of their offices."*
>
> ***- John Kilcullen, IDG Books CEO, on the company's humble beginnings. Last year, IDG Books became the first IDG company to top $100 million in revenue.***

JUNE

EAT, meet and be merry. IDG's Europe, Middle East and Africa Account Team finds strength – and revenue – in collaborative meetings, newsletters and a Notes-based database.

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IDG Books and PC World Online offer the *Dummies Daily* online newsletter for those computer users who don't know their URL from their RAM.

Making a list, checking it twice: Nine IDG journalists make Marketing Computers 'Most Influential' list, including **Sandy Reed** and **Robert Cringely** (*IW*), **Phil Lemmons** and **Cathryn Baskin** (*PCW*), **Paul Gillin** (*CW*), **John Gallant** (*NW*), **Abbie Lundberg** (*CIO*) and **Adrian Mello** (*MW*).

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Duuni.net, the Web site of IDG's Finnish partner, Oy Talentum Ab, (http://www.duuni.net), wins the award for best technology in Scandinavia from Spray Interactive, a Swedish interactive firm.

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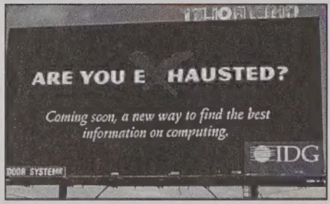
ARE YOU E HAUSTED?
Coming soon, a new way to find the best information on computing.
IDG

IDG's "Are you exhausted?" billboard in San Francisco plays off the "Are you experienced?" sign from Excite it replaced. The billboard is intended to generate interest in IDG's new Internet service.

❖❖❖

JUST THE FAQS, MA'AM: GAMEPRO MEDIA GROUP COURTS *Internet-savvy teens with NetPro supplement, which is positioned as the only authoritative guide to useful, responsible, fun entertainment on the Internet for teenagers. Above, the GamePro team shows off the supplement.*

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Click here for Caravaggio: IDG Netherlands signs a deal to produce multimedia CD-ROMs for the prestigious Rijksmuseum Amsterdam.

The monthly circulation for *TipWorld* tops 24 million readers, a 1,000% circulation increase since its launch a year ago by IDG Newsletter Corp.

❖❖❖

JUNE

U.S. Supreme Court pounds final nail in the coffin of the Communications Decency Act, the government's attempt to censor Internet content.

❖❖❖

In a reversal of the usual print-publication-spawns-Webzine, the success of *Computerworld's Emmerce* Webzine prompts the company to launch a print version of its popular online publication that will run as a quarterly supplement in *CW*.

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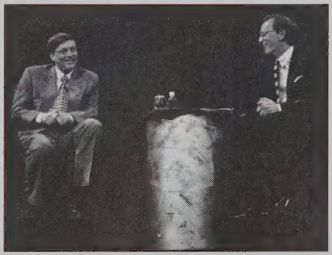

IDG's **Gary Beach** squared off against Microsoft's Bill Gates in a lively Q&A session that served as the second-day keynote address at spring Comdex in Atlanta.

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Computing S.A., the South African version of *Computerworld*, fronts a redesign in response to changing industry demands.

Macworld and IDG Books Worldwide take home first-place honors from the Computer Press Association awards. Runner-up awards also went to six other IDG publications, making IDG one of the most honored companies at the ceremony.

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PC Expo is the backdrop for the launch of IDG's WebShopper, the Global Web Advertising Network and IDG.net — three services designed to raise customer satisfaction on the Internet and deliver timely, personalized news.

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IDG CHAIRMAN PAT *McGovern receives the James Smithson Bicentennial Medal from the Smithsonian Institute for his role in establishing and supporting the Computerworld Smithsonian Awards, the leading international program recognizing achievements in IT.*

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Computerworld New Zealand writer **Ria Keenan** wins the country's top journalism honor, the Qantas Media Award's Overall Winner. This is the first time a journalist from a specialist publication has taken this award.

❖❖❖

The Web redesigns its site (http://www.webmagazine.com) to guide users to the best of the 'Net.

10+ YEARS

Kathy Dinneen, 24 • Therese Bergstrom, 21 • Christine Hiehler, 20 • Debbie Sobin, 19 • Robin Silverman, 17 • Matthew Smith, 17 • Marilena Maia, 17 • Cynthia Delany, 17 • Patricia Keefe, 16 • Derek Hulitsky, 14 • Bernie Hockswender, 14 • Donald Best, 13 • Carol Miller, 13 • Henry Morales Escobar, 13 • Mitchell Betts, 13 • Ole Bolvig Hansen • Richard Buroni, 13 • Craig Stedman, 12 • Egon Margraf, 12 • Joan-Carol Brigham, 12 • Susan Egan, 11 • Cathy Abes, 11 • Jim Falanga, 11 • Helmut Sedlmeier, 11 • Kenneth Hoyt, 11 • John Robison, 11 • Kate Ulrich, 11 • Martin Hingley, 11 • Bob Brewin, 10 • Frank Hahn, 10 • Norman Noble, 10 • Linda Manes Goodwin, 10 • Irmtrud Schafer, 10 • Vicki Brown, 10 • Carol Person, 10 • Kaye Sharbrough, 10 • Gary Anthes, 10 • George Glenn, 10 • Gaby Kirschbaum, 10

A prototype Macintosh designed for *Macworld*'s "Mac Reborn" project wins a bronze Industrial Design Excellence Award for Design Exploration.

◆◆◆

PC WORLD
Ayuda

The IDG News Service launches a Latin American bureau in Miami to better focus the editorial content provided to the nine local editions of PC World Latin America, as well as serve the numerous IDG publications in the region. Above, **Armando Lazo**, **Elinet Medina** and **Trino Ramos** are among the staff who will supply the core editorial material for the nine local *PC World* publications in Latin America.

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Federal Computer Week celebrates its 10th anniversary with a charity dinner and silent auction to benefit the Darrell Green Youth Life Foundation, raising more than $21,000 for the group.

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For the 15th year, *PC World* bestows its World Class Awards on IT innovators at PC Expo in New York. More than 40 companies – determined by an annual poll of industry experts, user group presidents and *PCW* editors and subscribers — took home 85 awards.

IDG WALKS for AIDS

MORE THAN A DOZEN IDG EMPLOYEES WALKED IN THE 12TH *annual 10K AIDS Walk Boston, for which IDG employees raised more than $12,000.*

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Three *PC World Hong Kong* staffers — **Sahr Johnny**, **Peter Gloster** and **Edward Chan** — make their TV debuts on CNBC's Tech2000, a daily technology program broadcast to more than 100 million Asia-Pacific viewers.

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COMNET
WARSZAWA '97
III International Exhibition & Conference for Communications & Networking Technologies
III Międzynarodowa Konferencja i Wystawa Techniki Telekomunikacyjnej i Sieciowej
18 - 20. 06.1997

The third ComNet Warsaw earns high marks from exhibitors, attendees and the Polish government. IDG Poland organized the event, which drew some 80 exhibitors.

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IDG New Zealand joins the growing list of IDG companies offering a reseller publication with *New Zealand Reseller News*.

◆◆◆

IDG
ComputerWorld and InfoWorld
Product Line Meeting
Malta - 1997

The *Computerworld/InfoWorld* product line meeting in Malta focuses on Internet issues and other online-related activities. The two-day meeting draws 100 representatives of *CW* and *IW* publications from 26 countries.

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Strong U.S. and European results put IDG over plan for June year-to-date. Three-quarters of the way through fiscal 1997, IDG's worldwide profits are more than 5% ahead of budget.

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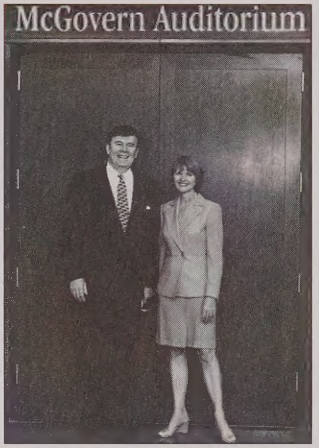
IDG's Irish licensee, Scope Communications, reaps local IT media awards.


McGovern Auditorium

IDG Chairman **Pat McGovern** and his wife, Lore, are honored for their $1-million support of the Cambridge, Mass.-based Whitehead Institute, a non-profit biomedical research and teaching institute. The institute christened its auditorium for the McGoverns.

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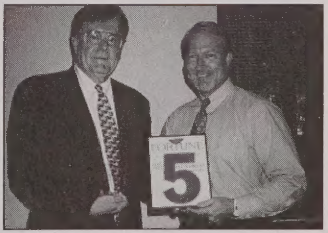
Employees nominated by business unit managers get a fuller understanding of IDG's publishing functions at the 1997 European Publishing Institute in Milan.

◆◆◆

Some 500 technical recruiters flock to *Computerworld*'s Sixth Annual Corporate Technical Recruiting Conference in San Antonio, Texas, to explore issues associated with hiring IT professionals.

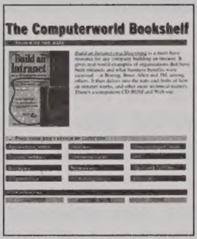
◆◆◆



***INFOWORLD SHATTERS** several IDG records in June, including ad pages, revenues and profits, topping $12 million in total revenue and more than $3 million in total profits for the month. Above, IDG Chairman **Pat McGovern** congratulates IW's **Jim Martin**.*

JULY

Book 'em, Dano. *Computerworld* adds an online bookstore feature, The Computerworld Bookshelf, to its Web site (http://www.computerworld.com). Users can use the feature to check out reviews of computer-related books as well as buy books at a discounted rate.



◆◆◆

IDG launches a new German subsidiary, IDG Entertainment, that will publish the company's first gaming title in the local market — *GameStar*, a high-end monthly.

◆◆◆

IDG Marketing Services teams up with IDC to present Global High-Tech Briefings, a series of market briefings designed to help IT marketers and advertisers create effective global marketing programs.

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IDC Venezuela Country Director **Judith Gil** is recognized as one of Venezuela's 10 most important women by *Usted!* magazine.

◆◆◆

Computerworld
HONG KONG
HONG KONG IN TRANSITION

IDG Hong Kong marks the historic handover of the island to China with a special issue of *CW Hong Kong,* devoted entirely to the issues surrounding the reunification,

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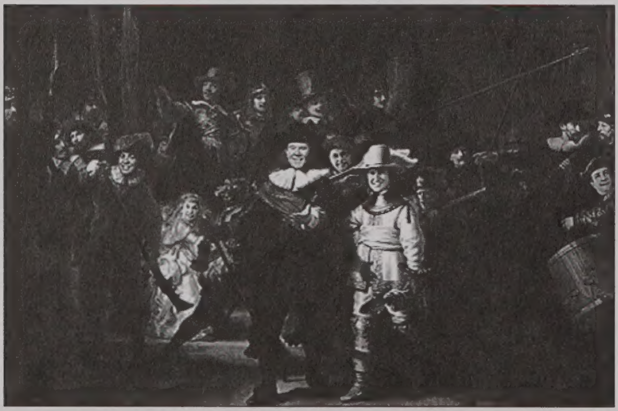
IDG Channel Services Group, in conjunction with Baptie & Co., sponsors first of four IT channel conferences, Channel Focus Europe, in San Francisco. It is the largest U.S.-based event focusing on the European IT market.

◆◆◆



DO THE COPYRIGHT LAWYERS KNOW ABOUT THIS? IDG *Netherlands presents IDG Chairman* ***Pat McGovern*** *with a digitally altered version of Rembrandt's "The Night Watch" in which the faces of the IDG Executive Committee replace those in the painting.*

10+ YEARS

Shirley Day-Kohn, 24 • Barbara Howell, 19 • Renate Kretz, 18 • George Sing, 14 • Barbara Adamson, 14 • Sherry Driscoll, 13 • Barbara Ringer, 13 • Stephen Ireland, 12 • Dan Sommer, 12 • Wally Clegg, 11 • Karin Quack, 11 • Ralph Finos, 11 • Faith Marcello, 10 • Madeleine Buckingham, 10 • Guilio Ferrari, 10 • Rex Farrance, 10 • Kathleen Demko, 10 • Kevin Burden, 10 • Karin Reitberger, 10 • Molly Leung, 10 • Yoshimoto Matsura, 10

Wired Magazine co-founder **John Battelle** is named CEO of a new IDG business unit that will develop publications and Web information services covering the emerging "digital industry."

◆◆◆

IDC Italy is the first market research and consulting firm in Italy and the second IDC office in Europe, following IDC U.K., to achieve ISO 9000 certification.

JULY

Gil Amelio resigns as chairman and CEO of Apple, paving way for former Apple CEO and co-founder Steve Jobs to take effective control of the company's management.

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IT News Zimbabwe is relaunched as an IDG licensee, *PC World Zimbabwe*, at the country's annual computer show, IT Africa '97. Above, **Mark Angus**, publisher, and **Rick Zins**, ad director.

◆◆◆

PC Welt records the highest circulation of any PC monthly in Germany, shipping well over 350,000 copies of its July issue.

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STAR light, STAR bright. **Jill Hourston**, **Jim Brown** and **Michelle Vittori** win IDG Corporate Boviard STAR Awards for their exceptional service to IDG Marketing Services, and the Corporate Services Group, respectively.

◆◆◆

IDG Asia/Pacific managers convene in Hong Kong and Shenzhen, China, for their annual meeting. Managers from IDG's Chinese companies met in Shenzhen to avoid any difficulties in obtaining Hong Kong visas during the handover.

AUGUST

Kerry Gumas joins IDG as president of World Expo, bringing 16 years of business and government experience to the position.

IDG World Expo opens an office in Ho Chi Minh City, Vietnam, to be run by Marketing Manager **Lam Nguyen**.

❖❖❖

Web Publishing offers its 350,000 online subscribers to *SunWorld*, *JavaWorld*, *NetscapeWorld* and *NC World* access to SuperSite.Net's extensive technology job bank.

❖❖❖

IDG Global Communications offer two new resources on the employee-onlyIDG Central Web site: the IDG Long Range Planning Report from IDC and IDG trademark information from the IDG Legal Department.

❖❖❖

The Channel Services Group is formed to help IDG meet the growing demand for information on IT channels worldwide. It first offerings will include a new publication, Web site and a conference series sponsorship. Above: **John Spensieri**, **John Russell**, **Elizabeth Cooper** and **Stephen Twombly** are among the first to join the new unit.

❖❖❖

IDG and Ziff-Davis form a joint Mac-market venture, Mac Publishing L.L.C. The initial offerings will include *Macworld* (incorporating Z-D's *MacUser*) and *MacWEEK*.

Macworld employees from seven countries explore international cooperative efforts at a series of meetings in London, Amsterdam and Zurich. Above, attendees at the London meeting.

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Computerworld is honored for editorial excellence by *Folio*, based on the newsweekly's Feb. 26, 1996, issue.

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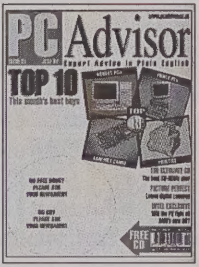

PC Advisor, the U.K. title within IDG's global *PC World* product line, posts a whopping 43% increase in January-June circulation over the same period last year. Launched in September 1995, it is now No. 2 in its market.

❖❖❖

SOME 50,000 APPLE *afficianados are on hand at this year's Macworld Expo/Boston, which garnered international media attention as the venue for Apple/Microsoft's historic alliance announcement.*

> *"The more we can help our staff members balance job and family, the better they feel about Network World as a place to work, which ultimately helps to achieve our company's goals."*
>
> ***- Colin Ungaro, Network World president and CEO***

Macworld
EXPO
Macworld Expo
Singapore '97

Meanwhile, following a three-year hiatus, Macworld Expo/Singapore, now under IDG World Expo/Asia's aegis, draws enthusiastic crowds of 16,500 visitors and 100 exhibitors.

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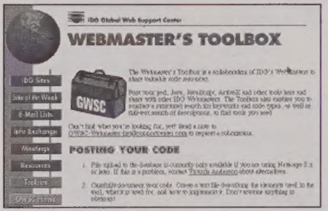
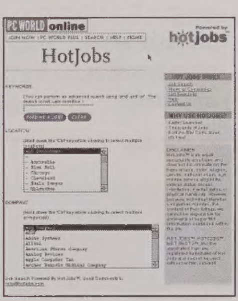


The Webmaster's Toolbox, sponsored by IDG's Global Web Support Center, facilitates the sharing of valuable code resources among IDG Webmasters.



PC World Online and HotJobs, an online career resource, team up to offer a senior-level job-search site.

❖❖❖

30 COMPUTERWORLD
1967
1997

Already? *Computerworld* celebrates 30 years of publishing in the U.S. market.

10+ YEARS

Eileen O'Brien, 26 • Karl Heinz Zimmerman, • 19 Eduardo Ostan, 19 • Zvonimir Lepusa, 19 • Esther Almada Ramirez, 17 • Saiman Hui, 15 • Ernest Chamberlain, 14 • Carolyn Medeiros, 14 • Mary Fanning, 14 • Frances Benedict, 14 • Christine Curry, 13 • Judy Sutter, 13 • Morten Hansen, 13 • Tore Pettersen, 12 • Hans Weber, 12 • Susan Miller, 12 • Catherine McCrorey, 11 •Judd Aschenbrand, 11 • David Hill, 11 • Debra Brown, 11 • Corinne Schmidt, 11 • Chris Cuoco, 11 • Gregory Boren, 11 • Ove Heggedal, 10 • Anita Trembley, 10 • Terri Schafer, 10 • Debra Goldfarb-Norton, 10 • Sandra Kupiec, 10 • Reinelle Hicks, 10 • Roseann LaBruno, 10 • Karen Niles, 10 • Kevin Green, 10 • So-Fong Yip, 10

ExecuTrain spins itself an upgraded Web site (http://www.executrain.com), offering online help and registration for students and administrators.

AUGUST

Tandem becomes part of Compaq as the $3 billion merger wins shareholder approval.

Three new resources debut on IDG Central Web site – data on the top U.S. and European IT advertisers and the Business Intelligence Library.

◆◆◆

PC WORLD
VENEZUELA
SU GUIA COMPLETA PARA EL INTERNET DE HOY
NUMERO ESPECIAL

Taking advantage of a one-day national strike, *PC World Venezuela*'s launch garners wide media coverage by claiming it had shut down the entire country to announce the new publication.

◆◆◆

Macworld prints 64 pages of its October issue "computer-to-plate" and takes advantage of this new technology to transmit redesigned covers to the printer the day before the issue was bound in order to include coverage of Steve Jobs' Apple-Microsoft announcement at Macworld Expo in Boston.

SEPTEMBER

GOMES

SILVA

EMBERLY

HWANG

Four IDC staffers receive IDC Excellence Awards: Senior Analyst **Mark Gomes** for business development, Senior Analyst **Esmeralda Silva** for quality and Billing Accountant **David Emberly** and Senior Industry Analyst **Diana Hwang** for service.

◆◆◆

Mac Publishing, L.L.C, the joint-venture company of IDG and Ziff-Davis, names **Andrew Gore**, former editor of *MacUser*, editor-in-chief of *Macworld* and **Galen Gruman**, *Macworld* co-executive editor, to post of editor.

FOOTBALL FOR DUMMIES. *IDG Marketing Services/Europe, Middle East and Africa's football/soccer team finishes second out of 50 in the U.K.'s Advertising "Five-a-Side" competition. "We succeeded by replicating our office roles," said team captain* ***Baiju Nakarja*** *(above front row, center). Other IMS teammates included* ***Paul Shalet, Malcolm Peder*** *and* ***Andy Hart.***

Be
Sonic Youth

MACWORLD FRANCE CELEBRATES ITS FIRST ANNIVERSARY BY *launching the country's first Mac-oriented Web site (www.macworld-fr.com). Some 40% of its readers are connected to the Internet, as opposed to less than 1% of the total French population. Above, members of the Macworld France team include:* ***Jean-Luc Chekroun, Serge Leblal, Valery Marchive, Felix Marciano, Christophe Bardy, Jean-Philippe Dubrun*** *and* ***Reynald Flechaux.***

◆◆◆

IDG Books author **Jim Heid** wraps up his seven-week No Back Roads trip around the U.S. chronicling the ways the Internet is transforming rural America.

◆◆◆

IDG Canadian licensee Laurentian Technomedia's first ITX Award for IT excellence goes to London Life Insurance Co. of Canada. The awards program showcases Canada's best IT business practices and the winner becomes the ITX ambassador for the year.

◆◆◆

Global Communications rolls out the IDG Global Dial Network's Internet Dial Service, which is expected to slash phone call access rates for international IDG travelers.

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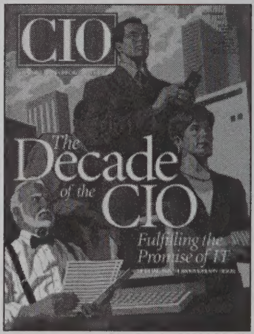

CIO celebrates its 10th anniversary as, in the words of founding editor, "a support resource – almost like a clubhouse – for people who are trying to be something very difficult." The magazine has never not had a profitable fiscal year and never faced any direct competition.

◆◆◆

Returning to Southern California, the Internet Commerce Expo (ICE) draws 14,602 attendees to see the latest in Internet commerce and corporate intra- and extranets.

IDC's seventh annual European IT Forum draws nearly 1,000 IT executives from 35 countries, solidifying its longstanding reputation as the continent's most comprehensive conference on the industry.

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IDG Bulgaria goes live with its Web site after just one month of development and a minimal investment of resources.

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A survey finds that advertisers spend more money with *PC World Romania* than with any of its 10 local-market competitors. The magazine also ranks sixth among all specialized monthlies in Romania.

◆ ◆ ◆

Senior executives from more than 50 countries gather in Barcelona, Spain, for the 19th annual IDG International Managers Meeting to review company results, discuss market conditions around the globe and share ideas and plans for the coming year.

◆ ◆ ◆

> *"We wanted to take the money that we might have spent on an anniversary party and do something to help people."*
>
> ***- Joe Levy, CIO president, on the magazine's donating $10,000 in the name of each of 13 IT visionaries to the educational institution of their choice.***

LOOKING TO FOSTER A CONSISTENT CORPORATE IDENTITY *and strategy, the InfoWorld Conference and Media Group joins IDG World Expo as the IDG Conference Management Co. (pictured above), while MHA Event Management, producer of Macworld Expo, E3 and ComNet, becomes IDG Expo Management.*

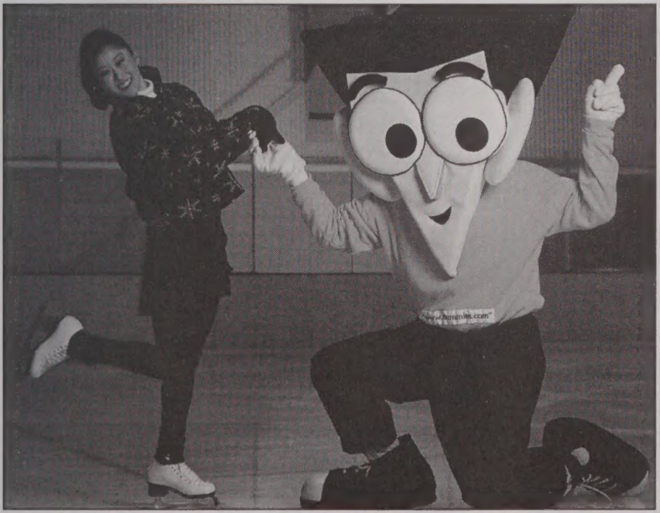
◆ ◆ ◆

IDG Germany's **Ralph Peter Rauchfuss** is awarded IDG's Chairman's Cup for management excellence, and InfoWorld Media Group President **Jim Martin** takes home Entrepreneur of the Year honors from the IDG Worldwide Managers Meeting.

◆ ◆ ◆

RAUCHFUSS

MARTIN



SETH AFFOUMADO

IDG BOOKS SIGNS OLYMPIC GOLD MEDALIST KRISTI *Yamaguchi, Notre Dame basketball coach "Digger" Phelps and former National Hockey League star John Davidson to its expanding line of ...For Dummies sports books.*

SEPTEMBER

U.S. Federal Trade Commission launches investigation of Intel Corp. for alleged restrictive or monopolistic business practices.

PC World not only has the largest U.S. circulation of any computer magazine, but it wins an award for Best Circulated Consumer Magazine, beating out *Martha Stewart Living* in the process.

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The future is up for discussion. InfoWorld Media Group's Futures Project brings together innovative thinkers to ponder tomorrow's technologies and their impact.

◆ ◆ ◆

PAT McGOVERN CHECKS OUT *China Computerworld Expo '97, ExecuTrain of Downtown Beijing and IDG's investments in the Chinese magazine Trends.*

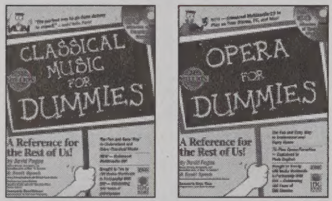
10+ YEARS

Ingrid Schmid, 21 • Jane Creighton, 17 • David Brown, 16 • Paul Gillin, 15 • Karl Koessel, 14 • John Gallant, 14 • Michael McCarthy, 13 • Siegfried Reich, 13 • Joe Kerwin, 13 • John Gantz, 13 •Hans Peter Nitzsche, 12 • Gebhard Osterwalder, 12 • Frank Cutitta, 12 • Mary Gibbons, 12 • Janet Glynn, 11 • Miklos Horvath, 11 • Jens Jorgen Krag Hansen, 11 • Marianne Nichols, 11 • Angele Boyd, 11 • Jose Juan Almaguer Arredondo, 10 • Gary Beach, 10 • Stephanie Beach, 10 • Eileen Lobaugh, 10 • Gail Franks, 10 • Laurel Peddie, 10 • Mark Facchin, 10

OCTOBER

PC World Global Product Support Center, IDG Magazine Verlag and IMS/Europe, Middle East and Africa join forces to manage a new IDG initiative: the PC World Brand Awareness '98 Survey.

❖❖❖



Listen up! IDG Books looks to score with two new music titles: *Classical Music For Dummies* and *Opera For Dummies*.

❖❖❖

IDG Global Web Advertising Network adds 130 Web publications to its multiple IDG Web sites, offering technology advertisers the industry's most efficient access to a worldwide Web audience.

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Hola! ExecuTrain, IDG's business technology training partner, opens its 200th office location in Barcelona, Spain.

❖❖❖

Computerworld New Zealand is named the undisputed leader among IT publications in that country, according to a IT readership survey by AC Neilson McNair.

IDG Books wins the Inc. Magazine 1997 Marketing Master of the Year Award in Communications Services for the innovative marketing approach used to build its *...For Dummies* line.

❖❖❖

TipWorld, PC World Online's popular line of daily e-mail 'newsletters' — 34 million of which are e-mailed each month — tops the 500,000 mark for individual subscribers, giving it a readership comparable to many daily newspapers.

❖❖❖

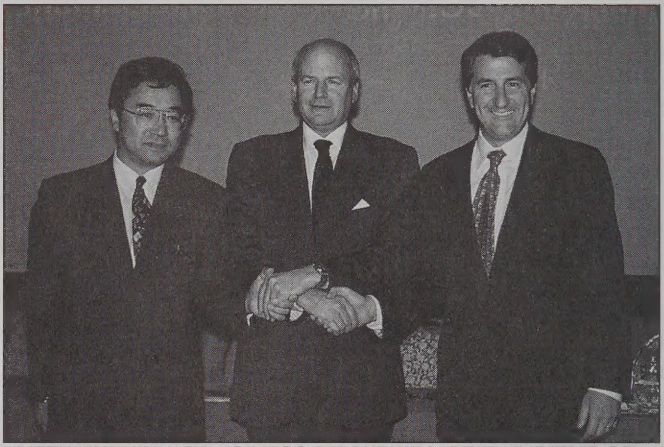
IDG Senior Vice President **Gary Beach** is appointed publisher of *CIO* and charged with creating new business opportunities.

❖❖❖

ATTENDEES AT IDG'S FIRST *Asia Pacific Global Summit in Singapore discuss the challenges of technology marketing in the region. Above,* ***Kozo Hiramatsu, Shu Saito*** *and* ***Jack Wang*** *mug for the camera.*

❖❖❖

Germany's *GameStar* takes the German market ball and runs with it. The pilot issue premier issue debuts in the No. 2 market slot.

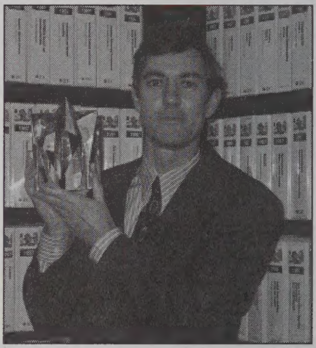


"INTERNET MEANS BUSINESS." THAT WILL BE THE THEME OF *IDG World Expo/Japan and Mecklermedia Corp.'s jointly produced Internet World Japan '98 in Tokyo in September of 1998.*

❖❖❖

U.S. President Clinton touts IDG Brazil's "coordinating the formation of the Tech Corps of Brazil, helped by [*CIO* Publisher] **Gary Beach**, who founded the United States Tech Corps. Beach and **Ney Kruel**, general director of IDG Brazil attended Clinton's address in Rio de Janiero.

❖❖❖



IDC tops the $100-million mark for worldwide revenue, making it just the second IDG company to pass that milestone; IDG Books reached it in FY96. IDC staffers presented President **Kirk Campbell** with a mock *Forbes* cover sporting his likeness and the headline "World's Shrewdest Businessman."

10+ YEARS

Lloyd Cohen, 18 • Jose Goncalves, 18 • Cirilo Lopez Gonzalez, 17 • Ellen Markoff, 16 • Ruben Argento, 15 • Karin Wirth-Wernitz, 14 • Madeleine Spencer, 13 • Melvyn Bennett, 13 • Jim Martin, 13 • Alberto Estrada Torres, 12 • John Corrigan, 11 • Thalia O'Hara, 10 • Rune Antonsen, 10 • Jeff DeBalko, 11 • June Wallach, 11 • Susan Middleton, 11 • Janet Ohlsson, 10 • Karen Timons, 10 • Catherine Viox, 10 • Lew McCreary, 10

> *"The phrase that is often used to describe this corporate strategy is 'co-opetition.' We vigorously compete with companies, but we also can cooperate with them when it is in our mutual interest."*
>
> ***— IDG President Kelly Conlin on the announcement that IDG will join with Mecklermedia to produce Internet World Japan '98.***

IDC's Global Research Advisory Council meets in San Diego, Calif., and gives key customers a chance to collaborate with senior IDC staff on improving research products and client services.

◆◆◆

CIO enterprise
Red Barons of Retail

CIO WebBusiness
American Cycle Rides The Net To $20 Million
Screamin'

CIO gets ready to launch its innovative dual-editorial concept in October, in which separate sections will cover the Web and enterprisewide solutions. The single-title, dual-section magazine is an industry first, claims CIO President **Joe Levy**.

OCTOBER

U.S. Department of Justice goes on the offensive against Microsoft, claiming it violated a 1995 antitrust court order.

◆◆◆

Arf! *PC Games*, Attitude Network's Happy Puppy and Games Domain join forces to bring game players the most comprehensive gaming network on the Web.

NINETY IDC EMPLOYEES WEAR *denim to work as part of Lee National Denim Day, raising $600, matched by the IDC Matching Gift program, to help fund the effort to find a cure for breast cancer.*

◆◆◆

IDG.net becomes a premier Active Channel partner for Microsoft's latest release of its Web browser Internet Explorer.

◆◆◆

Dummies in the White House! U.S. First Lady Hillary Rodham Clinton receives a copy of IDG Books' *E-Mail For Dummies* from her staff in recognition of her 50th birthday. "She loved it," reports *Newsweek* magazine.

COMPUTERWORLD ROMANIA *uses the third annual Romanian Computer Show, organized by IDG Romania, to announce that it will now be published weekly. Above, IDG Romania General Manager* ***Mihaela Gorodcov*** *at the show's opening ceremonies.*

◆◆◆

COMPUTERWORLD
Royal banks on its data
Many will survive SOE war

COMPUTERWORLD CANADA, *now incorporating InfoWorld Canada, debuts as a "super-publication." After three issues, ad sales are 35% above projections.*

◆◆◆

IDG'S ICELANDIC PARTNER, *Hemra ehf., publisher of Tolvuheimur-PC World Iceland, sponsors the largest Internet-related conference ever held in the country. Above, PC World Iceland Publisher* ***Styrmir Gudlaugsson*** *and Computerworld columnist David Moschella, who spoke at the conference.*

ICE
COMPUTERWORLD
PC WORLD
EUROTRADE
SINGNET

SINGAPORE'S FIRST INTERNET *Commerce Expo (ICE) proves to be the definitive Internet conference in Southeast Asia. Above,* ***Dennis Philbin****, vice president/general manager of IDC Asia/Pacific (left), moderated a panel on electronic commerce.*

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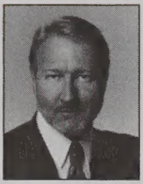
Against the backdrop of the best year in its history, IDC presents 14 1997 sales awards. Sales Director **Brad Christenson** is named U.S. salesperson of the year while **Sylvie Merkling**, sales and marketing manager at IDC France, is named country salesperson of the year.

CHRISTENSON

MERKLING

NOVEMBER

SOLUTIONS INTEGRATOR, *IDG's new magazine targeting value-added resellers, systems integrators, IT consultants and independent software vendors, is launched at Fall Comdex in Las Vegas. Above: SIers* ***Steve Twombly*** *and* ***John Russell*** *and IDG President* ***Kelly Conlin*** *show off the premier issue.*


MARTIN

Jim Martin, president and CEO of InfoWorld Media Group, is appointed president and CEO of Computerworld. "Jim brings the strategic business sense, strong management skills and keen understanding of enterprise com-puting necessary to maintain *Computerworld*'s position as the premier source of information for IT managers," said **IDG Chairman Pat McGovern**.

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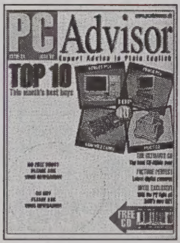

Hear ye, hear ye. IDG Media's *PC Advisor* gains the British Association of Criminal Experts' seal of approval as recommended reading matter the U.K. criminal courts can use for learned expert opinion.

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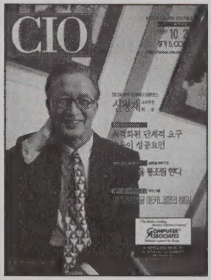

CIO Korea urges Korean President Kim Young-Sam to back the use of agency and ministry CIOs to improve IT efficiency.

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Java World/Japan launched as first Java-centric publication in Japan. Its staff also produces *Sun World.*

TransFusion

Network World's TransFusion intranet looks to link far-flung NW employees. The continuously updated site will be a central repository for company information and collaborative efforts.

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Stop the presses and rework the covers, too! IDG Books buys buys MIS: Press and M&T Books, two high-tech imprints, from Henry Holt Publishers.

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IDG MEDIA in association with ZETNET internet service

To help relaunch *The WEB* and *Parents & Computers*, the U.K.'s IDG Media creates corporate sponsorships with British Telecom and Internet service provider ZetNet.

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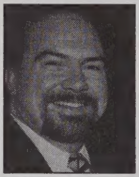
INFO WORLD
Paniek bij de KLM
Wat te doen?
JAAR 2000 BIJLAGE

Just a year old, *InfoWorld The Netherlands* makes international news with its Year 2000 survey scoop in which KLM Airlines admits computers' inability to handle date change could keep its planes grounded.

> *"I expect that Pat McGovern will, during the next five years, come back from visiting all the cities in all 75 countries that IDG calls home and stop by his office in Boston long enough to pick up his mail."*
>
> ***- Bob Metcalfe, IDG vice president of technology.***


TAYLOR

IDG New Zealand's Managing Director and Publisher **Martin Taylor** is named Publishing Executive of the Year at his country's Magazine Publishers Association Awards.

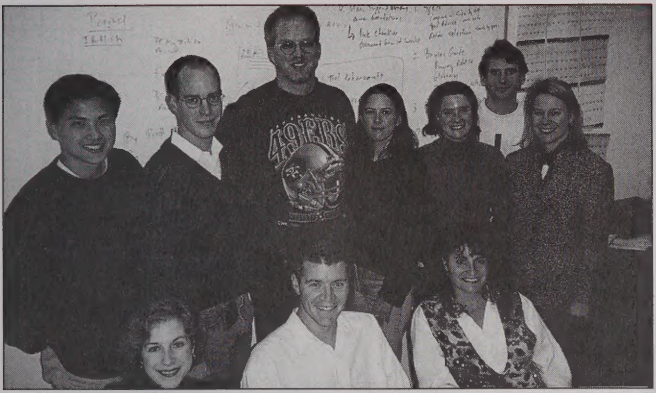
NOVEMBER

WorldCom's efforts to break up an almost-done merger deal between BT and MCI succeeds, as MCI accepts its $37 billion offer.

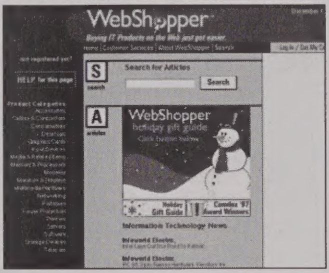
NO UNIFORM, NO PROBLEM. THE ONLY TEAM WITHOUT *uniforms, IDG Japan's baseball team, the IDG World Stars, takes fourth place in an 87-team tournament.*

10+ YEARS

Ted Bloom, 30 • Laura Kunzmann, 19 • Karen Weston, 17 • Sheryl Merchant, 16 • Preben Engell, 15 • Alice Longley, 15 • Miguel Hermosell, 15 • Jayne Boyer, 15 • Pat Murphy, 15 • Jim Connolly, 14 • Bjorg Elin Brodersen, 14 • Valerie Shanks, 14 • Jose Villacorta, 13 • Kirsten Radberg, 13 • Fernando Rodriguez, 12 • Jeff Edman, 12 • Lene Sekjaer, 12 • Isabel Campo, 12 • Edith Holmes, 11 • Shannon Dolan, 11 • Jose Luis Dias, 11 • Sergio Saenz, 11 • Jake Widman, 11 • Zsuzsa Krammer, 10 • Joanne Connelly, 10 • Michelle Chase, 10 • Karin Lorenz, 10 • Susanna Gomez, 10 • Colleen Kelly, 10 • Allen Alter, 10 • Paula Wright, 10 • Tony Membrino, 10



SHOP UNTIL YOU DROP. *Webshopper gives users instant online purchasing power with desktop access to a huge inventory of brand-name hardware and software. Above, members of the WebShopper team.*



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> *"In crafting a common vision, strategy and direction for [a] business...you must do it fast because the competition is out to eat your lunch while some companies sit around and ponder the mysteries of life."*
>
> ***- Jim Martin, president and CEO of CW***

MACWORLD PUBLISHING EXPO 1997

Macworld Expo Germany adopts a new name — MacWorld & Publishing Expo '97 — reflecting its newly expanded focus. The show is relocated to Dusseldorf, long a center of publishing and printing activity in Germany.

IDG Australia dominates the prestigious 1997 Bell Awards, with *CIO Australia* taking home five awards in four categories. Other winners included *PC World Australia* and three employees: **Glen Myles**, **Mark Hobson** and **Molly Furzer**.

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IDG announces that its total Web offerings now total 200 publications in 52 countries around the globe. Recent additions include *Computerworld Colombia*, *Macworld France* and *JavaWorld Japan*.

PC World's "One Hot Book" campaign and PC World Online's promotions broke through the clutter (and traffic) of Comdex/Fall '97 in Las Vegas with two mobile billboard trucks. The trucks, which rotated images every 90 seconds, drove between the Las Vegas Convention Center and the Sands Convention Center, along the Vegas strip and by the airport the entire week of Nov. 15-21.

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PC World Online adds six Dummies titles to its e-mail lineup, covering America Online to Microsoft Outlook Express.

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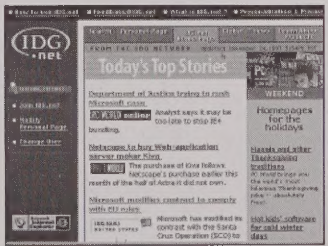
Along with CNN, *Time*, *The Economist*, and other publications, IDG sponsors and provides speakers for Marketing 2020, an Asia-centric international marketing conference in San Francisco. Above, IMS's **Al Furst** addresses attendees.



IDG.net adds four new content channels to its 15 other offerings and allows users to customize their Personal Page by selecting up to six channels. The division also launched its Friday Weekend Edition, targeting the lighter side of computing.

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ComNet/ICE Shanghai '97 debuts. One of the highlights of the Shanghai Technology Festival, the four-day event co-sponsored by IDG World Expo Asia Ltd., attracted more than 30,000 attendees.

DECEMBER

IDG is once again named to the Forbes 500 Top Private Companies, moving up to No. 81 from No. 97.

10+ YEARS

Claudiney Santos, 21 • Diane Utano, 19 • Susan Perry, 17 • Sylvia Stier, 16 • Stephen Josselyn, 15 • Rick Ciliberto, 15 • Susan Searle, 15 • Steven Brown, 15 • Birgit Gotz, 14 • Micaela de Almedia, 14 • Chris Glenn, 13 • Klaus Uhe, 13 • Klave Andersen, 12 • Andrea Kuhler, 12 Gary Clarke, 11 • Marianne Kraus, 11 • Ellen Moody, 11 • Hélene Fily, 11 • Debra Guilfoyle, 11 • Allison Stamm, 10 • Mary Lester, 10 • Lucinda Borovick, 10

PC World Vietnam celebrates its fifth anniversary in Ho Chi Minh City.

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IDG signs its largest and longest-term Web ad contract to date: a nine-month global agreement with Digital Equipment Corp. valued at nearly $500,000. The deal encompasses 29 IDG Web sites.

DECEMBER

IBM announces that it will not participate in next year's Comdex.

IDG Chairman **Pat McGovern** is named one of the 100 most influential people in the digital revolution, according to a list published in this month's issue of *Upside* magazine.

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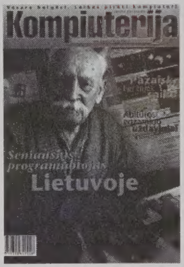

IDG plants a flag in Lithuania, signing a license with the publishers of the country's only IT publication, *Magazine Kompiuterija*. The magazine, which has a circulation of 6,000, will be relaunched in January 1998 as *PC World Lithuania*.

The staff of *IDG World Update* would like to extend our sincere thanks to all the employees who took the time to send articles, photos, information or story ideas to us this year. We welcome your input throughout the year and look forward to even more of it in 1998!

HAPPY HOLIDAYS

IDC'S DIANE GITTLEN, DEBRA BROWN AND LAUREL HESKE ARE *among the participants in a holiday shopping spree at a local toy store. Sponsored by Framingham, Mass.,-based Print Resource, which provides printing services to several IDG business units including IDG World Update, the event resulted in more than $1,200 worth of toys being donated to the Framingham Salvation Army for distribution to needy area children.*

恭 Happy Holidays
賀 Meilleurs Voeux
新 Felices Fiestas
禧 Поздравляю

From the staff of the *IDG World Update*

The next issue of the *IDG World Update* will appear on Jan. 5, 1998.

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Headquartered in Boston, Mass., International Data Group informs more people worldwide about information technology than any other company in the world. IDG publishes more than 285 computer newspapers and magazines and 500 book titles in 80 countries. IDG also produces 110 computer-related expositions in 35 countries. Its research arm, International Data Corp., provides computer industry research and analysis through 49 offices in 41 countries worldwide. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A., tel: 617-423-9030, fax: 617-423-0712, or via the Internet at world_update@idg.com. Employees can view *IDG World Update Online* on Lotus Notes or via the World Wide Web at http://idgcentral.com.